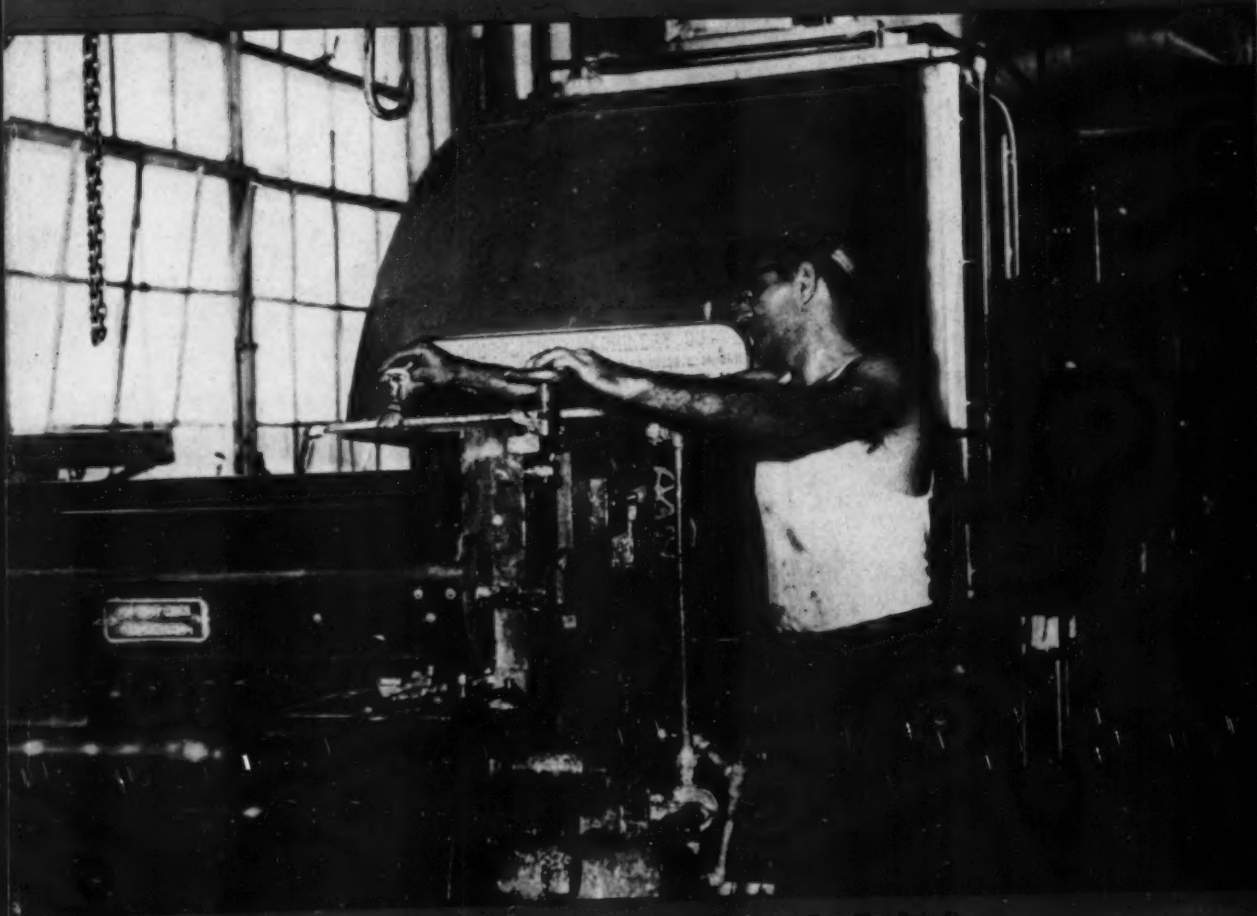


Modern

LITHOGRAPHY

OCTOBER - 1952 • VOLUME 20 • NUMBER 10



Texaco's lithography plant in New Haven, Conn. (See Page 5)

In this issue

Texaco's Metal Litho Department • NAPL Convention Program
Point-of-Purchase, \$650 Million Industry • Training Offset Men

Permanent Process Blue 629P

Senelith Inks

Were the first lithographic inks
made from dyestuffs
treated with sodium tungstate
for better sunfastness
and are still leading
with their outstanding resistance properties

Our booklet "Inks, Lithographic and Printing" may be obtained on request

The Senefelder Company, Inc.

"Everything for Lithography"

32-34 Greene Street

New York 13, N. Y.

hydro etch



for your fountain
 ▲ in ready-mixed
 liquid concentrates
 ▼ in dry crystals



HARRIS CHEMICALS
distributed by
ROBERTS & PORTER

hydrogum

NO SPOILAGE—
 buy it by the barrel
 and SAVE

- smooth
flowing
- thorough
covering
- dependable
protection



lithwash



for longer
blanket life!
 • saves time
 • preserves
blankets

*Times the hard work
 out of blanket cleaning*



- non-hardening
- acidproof
- waterproof

triple ink

IN TUBES
 So you won't waste
 any!

litho asphaltum

- gives thorough
washout
- eliminates
need for tur-
pentine wash
- smooths
evenly...
goes farther
- won't pene-
trate a normal
gan coating



ROBERTS & PORTER are *THE* leading distribu-
 tors of HARRIS CHEMICALS—just as ROBERTS
 & PORTER are the leading distributors to the
 industry of *all* lithographic materials and sup-
 plies. Supply-ing is our business...

So for faster, more efficient service—for
 greater economy and prompter delivery—plus
 expert trouble-shooting help—always order all
 your HARRIS CHEMICALS from ROBERTS &
 PORTER. Nine conveniently-situated ware-
 houses from border to border and coast to
 coast. Wire, write, phone one of the R&P
 branches below today!

Roberts & Porter, Inc.

General Offices: 555 West Adams Street, Chicago

NEW YORK 622-626 Greenwich St. • DETROIT 1025 Brush St. • BOSTON 88 Broad St. • SAN FRANCISCO 1185 Howard St.
 CINCINNATI 229 E. 6th St. • LOS ANGELES 344 N. Vermont Ave. • BALTIMORE 15 W. Preston St. • KANSAS CITY 700 W. 12th St.



Unretouched photographic enlargement of an ordinary 12 pt. reproduction proof made from metal type indicates how ink squeeze creates ragged letter outlines.



Unretouched enlargement of photographic paper proof of 12 pt. Fotosetter composition, obtainable directly from the machine or as a contact print from Fotoset type on film.

GET AWAY FROM BAD REPOS

with Fotosetter composition

Since the Fotosetter photographic line composing machine sets composition on both film and photographic paper from *stationary* objects, the type is sharp and clear, even to the delicate hairlines and serifs. Emulsion-to-emulsion contact of this composition, when printed down on velox paper, reproduces every character *without the slightest fuzziness, loss of detail, or imperfection in "color."*

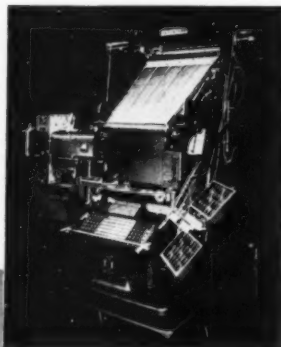
With Fotosetter composition, you never have the problems of irregular outlines due to ink squeeze, lack of ink coverage, wet proofs, or smearing.

The clean, easy-to-handle photographic proofs are excellent for *paste-up*, or the film in positive or negative form can be utilized directly for *stripping* in offset, gravure or letterpress platemaking. The type produced by all methods is *sharp, close-fitting, and uniform in color.*

The unretouched characters above tell their own story. Note how *ink squeeze* results in *ragged* letter outlines in the conventional reproduction proof (left) pulled from metal type. *Sharp* outlines of Fotosetter type (right) demonstrate superiority of the *photographic* method.

INTERTYPE, FOTOFONTER, FOTOFONT
FOTOMAT and VISILITE
are registered trademarks.

Fotoset in
Century Schoolbook and Futura

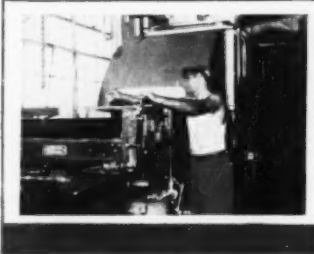


For photographic composition, too, look to Progressive Intertype

INTERTYPE CORPORATION

BROOKLYN 2, N. Y. • CHICAGO 10, ILL.
SAN FRANCISCO 11, CALIF. • LOS ANGELES 15, CALIF.
NEW ORLEANS 10, LA. • BOSTON 10, MASS.
Toronto Type Foundry Co. Ltd., Toronto, Can.
Montreal, Winnipeg, Vancouver, Halifax

Modern LITHOGRAPHY



THE COVER

In Port Arthur, Texas, The Texas Co. operates a modern metal lithographing plant, where this photograph was taken. Shown here is Ciro Saleme adjusting a Wagner spot coater. It is coating black iron sheets before they pass into the Wagner oven in the background for baking of the finish. The story of the Texas Company's lithographing department begins on Page 61.

ROBERT P. LONG
Editor

JOHN A. NICHOLSON
Advertising Manager

CHICAGO OFFICE
333 North Michigan Ave.



In This Issue

Editorials	33
Store Displays Show Phenomenal Growth	34
<i>By J. Kingsley Gould</i>	
How Lord Baltimore Press Trains Men	36
Formula for Cleaning Dampeners	38
Postscript on Counter Etching	38
Cutting Costs, Increasing Production, Selling More PIA Topics	39
NAPL Convention Program Announced	40
Litho Production Clinic, Maintaining Register	42
<i>By Theodore Makarius</i>	
U. S. Public Printer Outlines 100 Years of Printing Progress, Predicts Offset Changes	43
Technical Section	
New Treatment for Chronic Dermatitis	45
Technical Briefs	46
An Effective Roller Storage Method	48
Through the Glass	59
Metal Decorating Section	
Texaco's Lithographing Plant	61
Houston Convention Plans Complete	66
Chicago Firm Installing World's Largest Line to Handle Sheets up to 76 1/2"	69
Getting Your Foot in the Door	73
<i>By P. R. Russell</i>	
PIA Holds New York Financial Conference	74
News About the Trade	75
Litho Club News	97
Equipment, Products, Services, Bulletins	101
Classified Advertisements	117
Index to Advertisers	123
Tale Ends	124

MODERN LITHOGRAPHY

VOLUME 20, NUMBER 10

Reg. U. S. Pat. Office

OCTOBER, 1952

SUBSCRIPTION RATES: One year \$3.00, two years \$5.00. Canada and Pan America, one year, \$4.00, two years, \$7.00. Foreign, one year, \$7.00, two years, \$12.00. Group subscriptions (U. S. only) Four or more entered as a group, \$2.00 each. (May be sent to different addresses.)

WAYNE E. DORLAND, President; IRA P. MACNAIR, Secretary-Treasurer. Published monthly on the 15th by Industry Publications, Inc., 123 Market Place, Baltimore 2, Md. Advertising and Editorial Office, 175 Fifth Ave., New York 10, N. Y. Advertising rates made known on application. Closing date for copy—20th of the month previous to date of issue. Entered as second class matter at the Post Office at Baltimore, Md., under the Act of March 3, 1879.

Address all correspondence to 175 Fifth Avenue, New York 10, N. Y.

Never Underestimate the Importance of Ink

Every pressman knows the importance of dependable ink in keeping his press rolling. Inks made for the job, inks developed and constantly improved by continuing research and testing, inks controlled all through manufacture by the most modern methods — these are Kienle inks. They have been known for 50 years as dependable inks for lithography.

Kienle's long range program of research has brought these inks to the forefront in meeting the rigid requirements of modern lithography. Improved vehicles, pigments, driers, advanced laboratory and manufacturing methods, all combine to give you better inks.

Don't be satisfied with inks that are not up-to-date. Get the best—specify KIENTLE.

***A trial run on your own
presses will convince you.***

KIENTLE INK

KIENTLE AND COMPANY

33-47 Nassau Ave., Brooklyn 22, N. Y.



Here's
proof
of
CONTROLLED
GRINDING

This photograph has not been retouched
— shows actual results reported below —



THIS printed poster was put through the grinders used by Goodyear in making press blankets — grinders so carefully controlled that they *actually ground the ink from the paper without damaging the fibers beneath the ink!*

This test is striking proof of the careful control we exercise in grinding cork blankets to your exact need—control that means a Goodyear cork blanket fits *your* press from the word go, runs

without walk or creep, throughout the press run.

Ask today for further details on controlled quality cork blankets, as well as Aristocrat and Monarch top blankets and Red Top and Premier bottom blankets and “Blue” fire-resistant rollers and cutting rubbers. Like every Goodyear product, these printers supplies are built to the world’s highest standard of quality.

THE GREATEST NAME IN RUBBER
GOODYEAR
Printers Supplies

Distributed by

J. THOMAS McHUGH COMPANY
31 East Georgia Street, Indianapolis 4, Indiana
500 Fifth Avenue, New York 18, New York
205 West Wacker Drive, Chicago, Illinois

SHAW MACHINE & TOOL CO.
1151 Temple Street, Los Angeles 12, California
431 Clay Street, San Francisco, California

Aristocrat, Premier, Monarch, Red Top—T.M.'s The Goodyear Tire & Rubber Company, Akron, Ohio

OF *Harmony*



AND CONTRAST

Fine lithography—and a fine sheet of paper like Rocket Offset—these are the elements of harmony and contrast in a composition that merits pride.

Rocket Offset provides high brightness and good color for a vivid contrast between ink and paper. The combination of special pulps causes it to feed freely, lie flat, and hold register accurately. Its sensitized film is particularly suitable for offset lithography.

Rocket Offset has proven itself to be a quality sheet which combines faithful reproduction in both black and white and multi-color jobs with a minimum of cost.

So follow the example of many fine lithographers and use Rocket Offset on your next job. It is available from leading paper merchants everywhere.

OTHER ST. REGIS PAPERS

CELLUFOLD • CELLULOSS
IMPERIAL • PLIABLE

FROM FOREST TO FINISHED SHEET

St. Regis exerts close control of quality. With its own forests, complete paper-making facilities, and varied resources, St. Regis Paper Co. has what it takes to produce

...*"fine paper for fine printing"*

Printing, Publication, and
Converting Paper Division



ST. REGIS
SALES CORPORATION

Sole Subsidiary of St. Regis Paper Company
22 Park Avenue, New York 17, N. Y.
236 N. Michigan Avenue, Chicago 1, Ill.
218 Martin Brown Bldg., Louisville 2, Ky.

TRANSALOID[®]

PLASTICIZED NEGATIVE MATERIAL • ORTHOCHROMATIC • NON-STRIPPING • NON-HALATION

is versatile...

*for faithful reproduction of FINE LINE WORK
and half-tones to 133 LINE SCREEN*

YOU GET OPAQUE BLACKS • OPEN WHITES • SHARP LINES • CLEAN DOTS

You save money when you buy Transaloid. You save time, which is money, when you use Transaloid.

Transaloid reduces operating costs because it costs less yet produces results comparable to costlier materials . . . because faster exposure and development speeds production.

It is especially designed for line work, but excellent results can be had with half-tones up to 133 screen with proper processing. With Transaloid, you get opaque blacks, open whites, sharp lines, and clean dots. It has wide color sensitivity and is easy to handle. Lies flat on stay flat. Prints as fast to plate as film. Easy to opaque. Easy to scribe. Make-overs are held to a minimum because of its scientifically prepared emulsion. Truly, you will be proud of the negatives you turn out with Transaloid.

Transaloid is available in cut sheets in sizes from 8" x 10" to 30" x 40"; in rolls from 6" to 40" wide.

EASY TO PROCESS

No special manipulation is necessary. Use any standard graphic arts developer or fixer. Over-exposure or over-development can be corrected with clearing bath.

EXPOSURE

Transaloid has speed comparable with film.

DEVELOPMENT

Transaloid develops in approximately 2 to 3 minutes depending on formula used.

FIXING

Transaloid is fixed in the standard acid short stop bath for from 2 to 3 minutes.

WASHING

Transaloid, being water resistant, 2 to 3 minutes washing in a tray of rapidly changing water is sufficient.

DRYING

Transaloid dries in less than 10 minutes with circulating warm air. Good dimensional stability.



Be Thrifty . . .

Test Transaloid on our
MONEY-BACK GUARANTEE

The best way to find out if Transaloid meets your standard of performance is to TEST IT IN YOUR PLANT UNDER YOUR CONDITIONS. This test will not cost you a cent because we'll refund your money if you are not completely satisfied. Hundreds have accepted our special trial offer and have re-ordered on the basis of comparative tests and costs. Send for sample negative made with Transaloid, and details of Special Trial Offer on Satisfaction or money-back guarantee.

Send for sample negative made with Transaloid, and details of Special Trial Offer on satisfaction or money-back guarantee.

THE HALOID COMPANY
52-135 HALOID STREET • ROCHESTER 3, NEW YORK
BRANCH OFFICES IN PRINCIPAL CITIES



INK *that brings printing jobs to* LIFE

A dull flat job can come to life dramatically when somebody who knows inks suggests GBW. The same job proofed in GBW Inks shows clear deep solids and halftones that seem *alive* . . . because every dot has made its clean, sharp impression.

The same life shown by the proof continues to the end of long runs. You get results you are proud to spread before your customers.

Unless you are already a GBW booster, test this performance now. Make it a point to try out this long-established line that has given Lithographers and Printers an edge for years. Say G-B-W when you order and you'll say "Good—Better—Wonderful!" when you use them.

Write for the Pressman's Pocket Manual...



"Using Ink"—the little book with big possibilities. It's crammed with ink tips and trouble-shooting hints that pay off big on the little effort of asking for it—free on request—with the compliments of

GAETJENS, BERGER & WIRTH, INC.
GAIR BLDG., 35 YORK ST.
BROOKLYN 1, N. Y.

215 S. ABERDEEN ST.
CHICAGO 7, ILL.

GBW INKS
FOR OFFSET * LETTERPRESS * DIE STAMPING



SPEEDINX

Uniform from batch to batch, *color by color*, GBW Speedinx contribute a big share to fine color work—and of course superior results are aided by their quick setup. Because they dry rapidly, they can be backed up usually in about an hour.



**Don't Miss
The Sensational New**

Strong

GRAFARC CHALLENGER

Fully Automatic High Intensity
CAMERA ARC LAMP

which will be shown at the
**National Association
of Photo Lithographers**

NEW YORKER HOTEL NEW YORK CITY

NOV. 5-6-7-8



There's no longer a reason for anyone not having a motor-driven arc lamp. The Grafarc Challenger is within the reach of even the smallest shop, is economical to buy and economical to use.

It provides uniform illumination on work of any size, with extreme steadiness of light volume. Constant color temperature is assured. The Challenger furthermore eliminates the illumination variable in accurate control of densities.

Light in weight, it is readily mounted on the lamp support arms of any camera. Adapters are available to fit all makes. The Challenger can also be used as a printing lamp.

There are Strong Grafarc lamps designed for all photo mechanical reproduction processes — printing lamps, camera lamps, photo-composing lamps and overhead printing lamps.

THE STRONG ELECTRIC CORPORATION
City Park Avenue • Toledo 2, Ohio

Please send literature and prices.

NAME _____
FIRM _____
STREET _____
CITY & STATE _____
NAME OF SUPPLIER _____

Send coupon now for
literature and prices.

do

a good job

BETTER

with PITMAN
products

The Pitman name symbolizes the most careful compounding of chemicals and allied materials for the graphic arts industry — gives you test tube accuracy in your own plant.

Precise laboratory controls are your assurance of maximum uniformity and consistent top quality when you specify Pitman. In addition, Pitman offices and distributors are conveniently located to give you swift, complete service at all times.

HAROLD M. PITMAN COMPANY

Chicago 30, Illinois — 51st Avenue and 33rd Street
North Bergen, New Jersey — 1110 13th Street
Cleveland 11, Ohio — 3501 W. 140th Street
New York 17, New York — 441 Lexington Avenue

Prominent Users of Strathmore Letterhead Papers: No. 101 of a Series



The fairgrounds of the State Fair of Texas, valued at \$35,000,000, are probably the most magnificent in the world. The nation's largest exposition in terms of attendance, last year's 16 day program drew 2,320,129 visitors.



STATE FAIR OF TEXAS
The Show Window of the Southwest
HOLDING CO. TEXAS

QUALITY... *the biggest attraction of all!*

The great state fairs held in Dallas since 1886 live vividly in the memories of millions of Texans. Originally established to develop the vast and varied resources of the famous state, coupled with a view to the recreation and cultural enjoyment of the public, the *State Fair of Texas* has become "The Show Window of the Southwest." Texans and their neighbors go to the Fair to learn about new things and new ways in agriculture and livestock raising, to broaden their cultural outlook...and simply to have a good time.

Progressive Texans know that quality is the biggest attraction of all...bring to everything they do the understanding that mere "bigness" is not enough, that to be truly great any enterprise must be firmly established on quality. With this awareness of the importance of quality, the fair association naturally selected a Strathmore letterhead for the Fair's correspondence.

Let the look, the feel, the rightness of a letterhead on Strathmore paper give a big impression of quality for you! Have your supplier show you the difference *Strathmore* quality makes.

Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Thistlemark Bond, Alexandra Brilliant, Bay Path Bond, Strathmore Writing, Strathmore Bond. Envelopes to match converted by the Old Colony Envelope Company, Westfield, Mass.

STRATHMORE MAKERS
OF FINE
PAPERS

Strathmore Paper Company, West Springfield, Massachusetts

Strathmore ADVERTISEMENTS

in national magazines tell your customers about the letterheads of famous American companies on Strathmore papers. This makes it easier for you to sell these papers, which you know will produce quality results.

★ ★ ★

This series appears in:



TIME



NEWSWEEK



BUSINESS WEEK



PRINTERS' INK



ADVERTISING AGE



SALES MANAGEMENT



PURCHASING

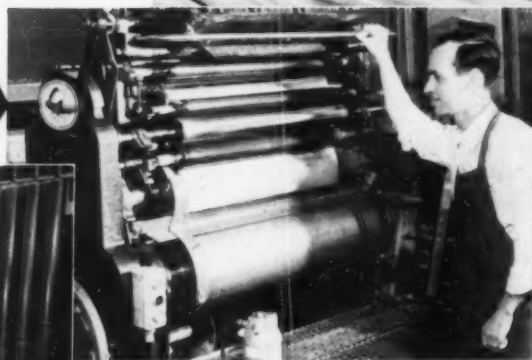
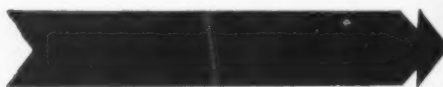


Right now summer troubles on your letter-presses are fresh in your mind, but with cooler weather they will fade.

The limit to production and down time on your litho presses, during the rush season, will seem less important in duller periods.



But don't forget these exasperating annoyances until you have made certain of these three important roller helps for next year —



It's the opportune time to put your roller supply in first class condition against the days when profits are harder to make.

Start now to methodically replace all unsatisfactory and worn rollers with Ideals. There is an Ideal representative near you to help you plan your roller replacement program.



IDEAL ROLLER & MANUFACTURING COMPANY

6069-6073 Maywood Avenue
Huntington Park, Calif.

2512 West 24th Street
Chicago 8, Illinois

21-24 Thirty Ninth Avenue
Long Island City 1, N. Y.



America does
business on
NEKOOSA
BOND



For letterheads and envelopes—for most other business forms—you can recommend Nekoosa Bond with *confidence*. It's the paper that's *better* to work *with*—and *best* to work *on*. Nekoosa-Edwards Paper Company, Port Edwards, Wis.

BOND
Nekoosa

MADE IN U.S.A.

ONE OF THE LARGEST SELLING PAPERS IN THE WORLD

THE

Master

FOLDING MACHINE

17 1/2" x 22 1/2"

IT'S **NEW!**

AUTOMATIC

ACCURATE

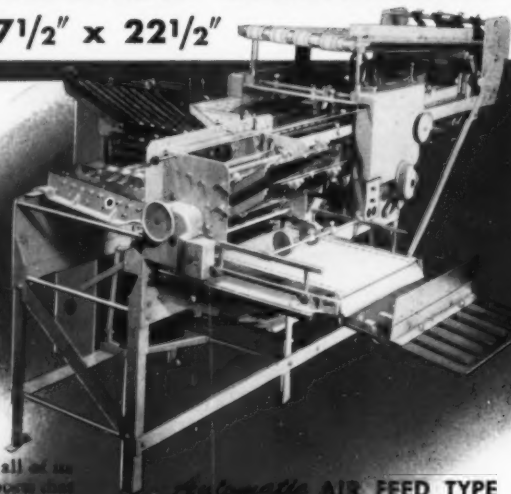
FAST

DEPENDABLE

SIMPLE

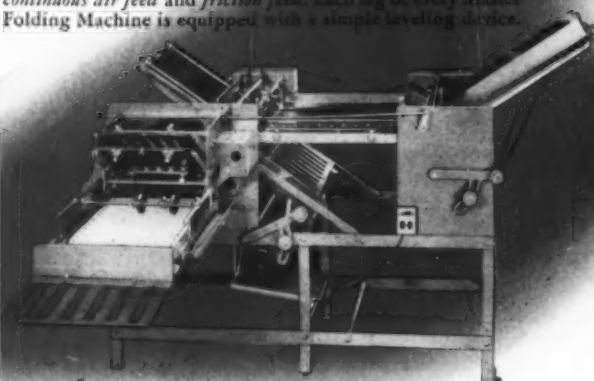
Now in regular use for more than two years by representative printers in different parts of the country, the Master Folding Machine is a tried and proven product that has fully lived up to all of its claims. In one well authenticated instance a user reports that his Master Folding Machine actually turns out production equal to that of two other well known folding machines on the same job in the same time.

Embodying many advanced features, the Master Folding Machine was engineered and designed to meet today's exacting requirements for high speed, simple control, perfect register and dependable, automatic operation. Two types, *continuous air feed* and *friction feed*. Each leg of every Master Folding Machine is equipped with a simple leveling device.



Automatic AIR FEED TYPE

The Master Air Feed Folder has an ingenious pile advancing mechanism that is speedy, yet positive in its action. Handy finger tip controls give an infinite range of speeds without stopping the machine. All adjustments are simple and easily accessible. All factory parts are interchangeable.



Automatic FRICTION FEED TYPE

Quick, easy and simple to set up and operate, the Friction Feed Folder is particularly adaptable for short runs on non-coated stocks. Simple control levers regulate folder and feeder speed.

Roll Type CROSS CARRIER

The Roll Type Cross Carrier insures positive and immediate register of stock before it is carried into the right angle section. Register guide is readily adjustable to meet sheet delivered from parallel section. Full assortment of steel, glass and plastic balls furnished.

Sturdy Construction

The base and side plates of Master Folding Machines are of heavy gauge steel, unusually sturdy.

● Write FOR DETAILS

and name of nearest authorized distributor.

Master

FOLDER COMPANY
PAPER FOLDING MACHINES

2000 WOODHILL RD., CLEVELAND 4, OHIO TEL. POLAR 7-4441

A SERVICE

**FOR THE
PRINTER**

this advertisement is one of a series now running in

**NATION'S BUSINESS
DUN'S REVIEW
THE REPORTER
ADVERTISING AGE
BANKING
BEST'S INSURANCE NEWS**

Special selling advertisements are running in

**JOURNAL OF ACCOUNTANCY
THE OFFICE
OFFICE MANAGEMENT**

**TO SELL
MORE CUSTOMERS**

your salesmen should take full advantage of opportunities for service calling. This means giving customers and prospects ideas for better business stationery and other printing needs. The *Psychology of Business Impression* and the Test Kit of 24 basic letterhead designs is a successful new idea that will open doors to new business for your salesmen.

If you are not already using this idea to sell more fine business stationery, write for full information to our **Printers' Sales Development Department**.

Your Letterhead is part of your CUSTOMER SERVICE PROGRAM



IT SIMPLIFIES CUSTOMER CORRESPONDENCE

A well-planned letterhead gives customers the information they need to correspond: names of executives, departmental references, correct addresses.



IT CREATES FAVORABLE IMPRESSIONS

Whether you are writing thanks for an order or to answer a complaint, the quality of your letterhead plays an important part in the customer's impression of your letter.



IT ADDS INSTITUTIONAL BACKGROUND

When you see a customer in your office, its furnishings add background to your talk. In the same way, your letterhead is the background for your written message.

The actual letterhead preferences of thousands of business and professional men were determined in the nation-wide Neenah Letterhead Test. You can make this test in your own office by reading the portfolio, *The Psychology of Business Impression* and studying the Test Kit of 24 basic letterhead treatments. When you learn the preferences within your own organization, you can check them against the preferences in other organizations. To get a free copy of this portfolio, check the coupon below, sign your name, and attach to your letterhead.



COURTESY COUPON

- ☐ The *Psychology of Business Impression*, Letterhead Test Kit, and Opinion Cards.
- ☐ *Neenah Guide to Better Indexing*—a complete sample file of quality index, which also contains useful information about tab cuts, and sizes, ruling, color control systems.

SIGNATURE

ML-5



NEENAH PAPER COMPANY
Neenah, Wisconsin



DO YOU EVER NEED THIS KIND OF MATERIAL?

The Membership Bulletins of the NAPL carry timely and at times confidential information on such vital matters as Costs, Taxes, Legislation, Labor, Equipment and other phases of lithographic management. These confidential bulletins often render a service to members which helps to avoid complex and expensive situations.

Membership Bulletins sent to our members carry the following kind of material:

Trade Customers of the NAPL suitable for lithographing on the back of your quotation form.

Court Decisions — Who Owns Lithographic Negatives and Plates?

Court Decisions—Color Variation from the Original Art Work.

Summaries of Labor Demands — Every time a union makes demands and effects a settlement in a lithographic center, the NAPL sends to its members an abstract covering the Contract Period, Amount of Increase, Vacations, Overtime, Holidays, Work Day and Work Week, Shift Premiums, Health and Welfare Plans, Pension Fund, Job Classifications, Hourly and Weekly Rates.

Composite Wage Scale and Working Conditions for lithographic centers showing in comparative form, wages, hours, vacations, overtime provisions, paid holidays, shift premiums, etc.

Budgeted Hourly Costs

How to set up budgeted hourly cost rates and production standards.

Budgeted Hourly Cost Rates worked out for one and two shift operations.

Budgeted Hourly Cost Rates worked out for

straight time, time and one-half and double time hours.

The importance of Sound Estimating.

Depreciation and some methods used in its determination.

How to keep track of and recoup from the customer the cost of extras which come up on a job.

Suggested escalator clause for quotation form.

Format for setting up a lithographic price list.

We will actually set up HOURLY RATES FOR YOUR EQUIPMENT based on costs in your specific plant. Small plants, not more than three presses, no charge — Where can you get this value elsewhere?

Domestic Prices, as of a given date, on Miehle Presses, Harris Presses, Standard Siebold Cutting Machines, Lawson Cutters, Ebco Presses and Baldwin Vibrator Roller and Press Wash-Up Equipment.

Report on the IPI Tri-Metal Plate.

Where to sell your old film

How skilled lithographic employees can use their skill to advantage while serving the armed forces.

A paper on Training and Directing a Sales Force.
A paper on Heading Up a Sales Program.

House Policy Manual actually in use in a lithographic plant.

Formula for determining a salesman's worth to his firm.

Employee application form for lithographers' use.

Suggested Form of Contract between a lithographer and his salesmen.

Samples of Lithographer's Advertising Material.

ALL OF THIS AND MORE CAN BE YOURS—WRITE AND ASK HOW

NATIONAL ASSN OF PHOTO-LITHOGRAPHERS

317 WEST 45th STREET NEW YORK 36, N. Y.

ASK TO SEE THIS MATERIAL AT THE
20th ANNUAL CONVENTION OF THE
NAPL AT THE REGISTRATION DESK
HOTEL NEW YORKER, NEW YORK,
N. Y. NOVEMBER 5-6-7-8, 1952.

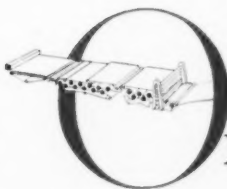
"Will ours be as nice as these?"



Each year the promise of luscious, ripe vegetables is fulfilled in America's back-yard gardens. In increasing numbers, families are turning to amateur farming for healthful pleasures of the out-of-doors and the ultimate enjoyment of "home-grown" flavors.

Awakening our "green thumb" are the enticing catalogues and displays of the Garden Seed Companies. Their colorful, sparkling illustrations are a magic stimulus to eye and appetite.

Wherever fine reproduction is important to selling-in-print, Oxford quality papers make a vital contribution. For truer, more brilliant color values and clearer, more sharply defined halftones, it is well to specify from a wide selection of Oxford grades for your next printed promotion.



OXFORD PAPERS

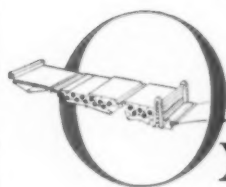
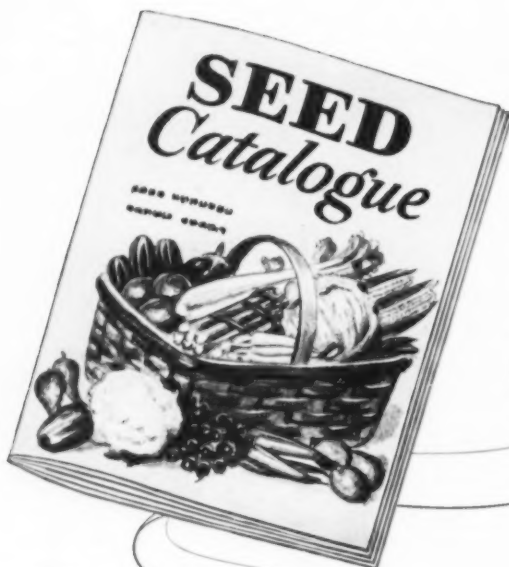
Help Build Sales

OXFORD PAPER COMPANY
230 Park Avenue, New York 17, N. Y.



OXFORD MIAMI PAPER COMPANY
35 East Wacker Drive, Chicago 1, Ill.

Mills at Rumford, Maine, and West Carrollton, Ohio



OXFORD PAPERS

Help Build Sales

For over fifty years Oxford Papers have helped good printing do a more effective job at a reasonable cost. Oxford provides a wide range of coated and uncoated papers for catalogues, brochures, labels, wraps, magazines, books and countless other printing and converting jobs. Whenever you plan a printed promotion, think first of your Oxford Merchant . . . his advice can be invaluable.

IT PAYS TO ASK FOR — AND USE THESE FINE OXFORD AND OXFORD MIAMI PAPERS

COATED PAPERS

Polar Superfine Enamel
Maineflex Enamel
Maineflex Enamel Cover
Maineflex Enamel, Coated One Side
Mainefold Enamel
Mainefold Enamel Cover
North Star Dull Enamel
Seal Enamel
Engraving Coated
Coated Publication Text

UNCOATED PAPERS

Carfax English Finish
Carfax Super
Carfax Eggshell
Wescar Offset
Wescar Satin Plate Offset
Wescar Gloss Plate Offset
English Finish Litho
Super Litho
Duplex Label



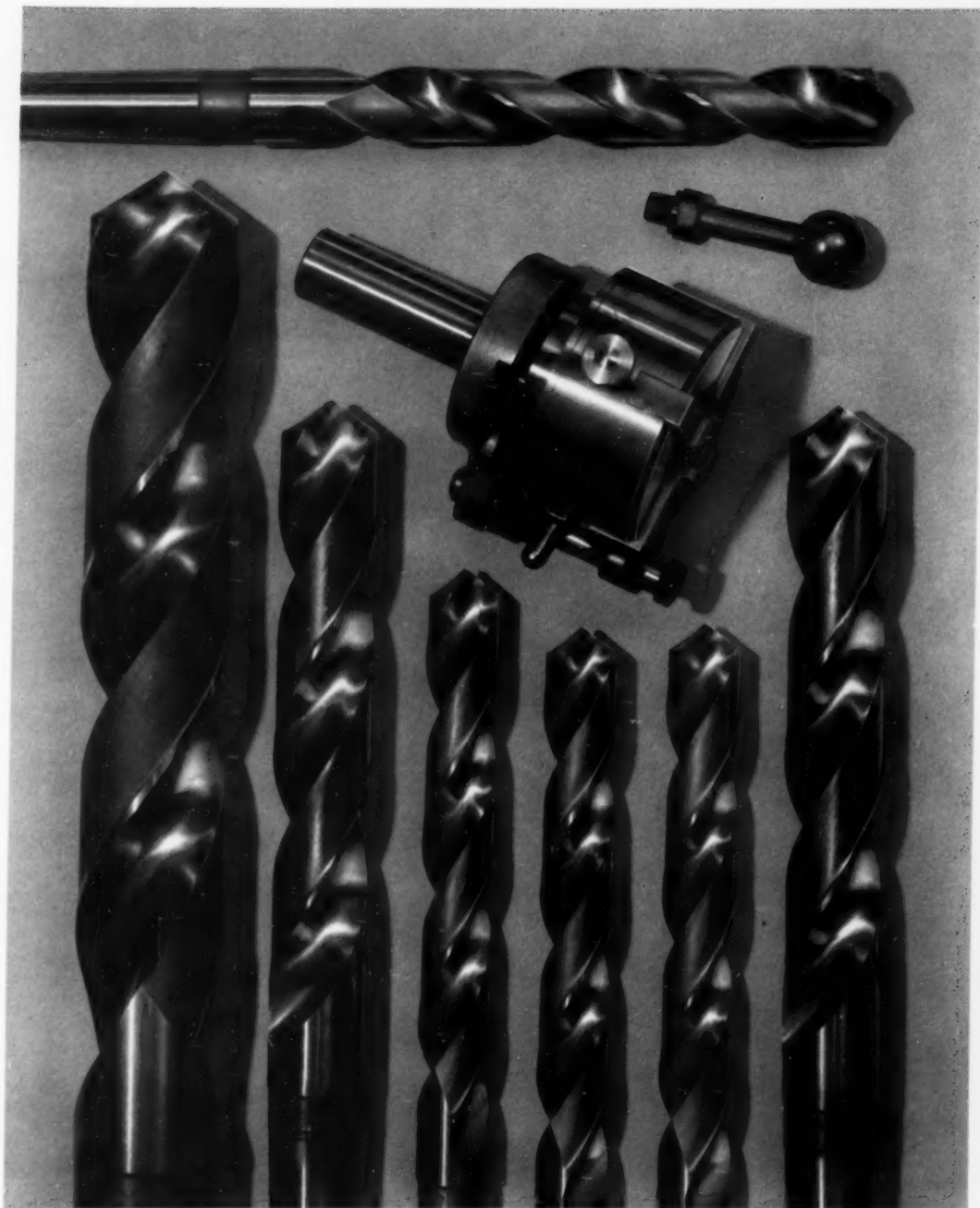
OXFORD PAPER COMPANY, 230 Park Avenue, New York 17, N. Y.

MILLS AT RUMFORD, MAINE, AND WEST CARROLLTON, OHIO

Nation-wide Service Through Oxford Merchants

Albany, N. Y.	W. H. Smith Paper Corp.
Atlanta, Ga.	Wyant & Sons Paper Co.
Augusta, Maine	Carter, Rice & Co. Corp.
Baltimore, Md.	The Mudge Paper Co.
Bethlehem, Pa.	Wileos-Walter-Furlong Paper Co.
Boise, Idaho	Blake, Moffitt & Towne
Boston, Mass.	Carter, Rice & Co. Corp.
Buffalo, N. Y.	Franklin-Cowan Paper Co.
Charlotte, N. C.	Caskie Paper Co., Inc.
Chattanooga, Tenn.	The Charlotte Paper Co.
Chicago, Ill.	Bond-Sanders Paper Co.
	Birmingham & Prosser Co.
	Bradner, Smith & Co.
	The Whitaker Paper Co.
Cincinnati, Ohio	The Johnston Paper Co.
	The Whitaker Paper Co.
Cleveland, Ohio	The Cleveland Paper Co.
Columbus, Ohio	Seloto Paper Co.
Dayton, Ohio	Cincinnati Cordage Co.
	The Whitaker Paper Co.
Des Moines, Iowa	Birmingham & Prosser Co.
Detroit, Mich.	Chape Stevens Paper Co.
Fresno, Calif.	Blake, Moffitt & Towne
Hartford, Conn.	Green & Low Paper Co., Inc.
Indianapolis, Ind.	MacCollum Paper Co.
Jacksonville, Fla.	Jacksonville Paper Co.
Kalamazoo, Mich.	Birmingham & Prosser Co.
Kansas City, Mo.	Birmingham & Prosser Co.
Knoxville, Tenn.	Louisville Paper Co.
Lincoln, Neb.	Western Newspaper Union
Little Rock, Ark.	Rosch Paper Co.
Long Beach, Calif.	Blake, Moffitt & Towne
Los Angeles, Calif.	Blake, Moffitt & Towne
Louisville, Ky.	Louisville Paper Co.
Lynchburg, Va.	Caskie Paper Co., Inc.
Manchester, N. H.	C. H. Robinson Co.
Memphis, Tenn.	Louisville Paper Co.
Miami, Fla.	Everglades Paper Co.
Milwaukee, Wis.	Allman-Christiansen Paper Co.
	Sensenbrenner Paper Co.
Minneapolis, Minn.	Wileos-Mosher-Leffholm Co.
Nashville, Tenn.	Bond-Sanders Paper Co.
Newark, N. J.	Bulkley, Duntun & Co., Inc.
New Haven	Bulkley, Duntun & Co.
	(Div. of Carter, Rice & Co. Corp.)
New York, N. Y.	Baldwin Paper Co., Inc.
	Bulkley, Duntun & Co., Inc.
	Green & Low Paper Co., Inc.
	Miller & Wright Paper Co.
	The Whitaker Paper Co.
Oakland, Calif.	Blake, Moffitt & Towne
Omaha, Neb.	Western Paper Co.
Philadelphia, Pa.	Atlantic Paper Co.
	Wileos-Walter-Furlong Paper Co.
Phoenix, Ariz.	Blake, Moffitt & Towne
Pittsburgh, Pa.	General Paper Co.
	Brubaker Paper Co.
Portland, Maine	C. H. Robinson Co.
Portland, Oregon	Blake, Moffitt & Towne
Providence, R. I.	Carter, Rice & Co. Corp.
Richmond, Va.	Cauthorne Paper Co.
Rochester, N. Y.	Genesee Valley Paper Co.
Sacramento, Calif.	Blake, Moffitt & Towne
St. Louis, Mo.	Shughnessy-Knapp-Hawe Paper Co.
	Tobey Fine Papers, Inc.
San Bernardino, Cal.	Blake, Moffitt & Towne
Salt Lake City, Utah	Western Newspaper Union
San Diego, Calif.	Blake, Moffitt & Towne
San Francisco, Calif.	Blake, Moffitt & Towne
San Jose, Calif.	Blake, Moffitt & Towne
Seattle, Wash.	Blake, Moffitt & Towne
Sioux City, Iowa	Western Newspaper Union
Spokane, Wash.	Blake, Moffitt & Towne
Springfield, Mass.	Bulkley, Duntun & Co.
	(Div. of Carter, Rice & Co. Corp.)
Stockton, Calif.	Blake, Moffitt & Towne
Tacoma, Wash.	Blake, Moffitt & Towne
Tampa, Fla.	Tampa Paper Co.
Toledo, Ohio	Paper Merchants, Inc.
Tucson, Ariz.	Blake, Moffitt & Towne
Washington, D. C.	The Mudge Paper Co.
Worcester, Mass.	Esty Div. Carter, Rice & Co. Corp.

OXFORD MIAMI PAPER COMPANY, 35 East Wacker Drive, Chicago 1, Ill.



4 color offset reproduction

Courtesy Greenfield Tap and Die Corporation

WARREN'S
Lithographic Papers

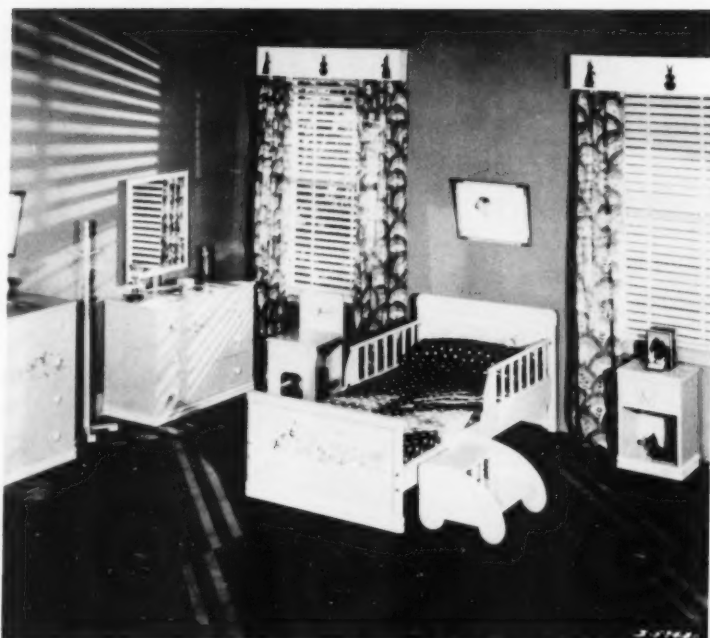
Silkote Offset • Offset Enamel • Overprint Label C1S • Lusterkote

Leading
PAPER MERCHANTS
who sell and endorse
Warren's Standard Printing Papers

ALBANY, N. Y. Hudson Valley Paper Company
 ATLANTA, GA. Sloan Paper Company
 BALTIMORE, MD. The Barton, Duer & Koch Paper Co.
 BANGOR, ME. Brown & White Paper Company
 BATON ROUGE, LA. Louisiana Paper Company, Ltd.
 BIRMINGHAM, ALA. Sloan Paper Company
 BOSE, IDAHO Zellerbach Paper Company
 BOSTON, MASS. Stiers & Bement Company
 BUFFALO, N. Y. The Alling & Cory Company
 CHAMPAIGN, ILL. Crescent Paper Company
 CHARLOTTE, N. C. Caskie Paper Company, Inc.
 CHATTANOOGA, TENN. Virginia Paper Company, Inc.
 CHICAGO, ILL. Southern Paper Company
 CINCINNATI, OHIO Chicago Paper Company
 CLEVELAND, OHIO Mcintosh Paper Company
 COLUMBUS, OHIO The Diem & Wing Paper Co.
 CONCORD, N. H. The Petrequin Paper Company
 DALLAS, TEXAS The Alling & Cory Company
 DAYTON, OHIO Cincinnati Cordage & Paper Co.
 DENVER, COLO. C. M. Rice Paper Company
 DES MOINES, IOWA Olmsted-Kirk Company
 DETROIT, MICH. Hull Paper Company
 DUBUQUE, IOWA Carpenter Paper Co.
 EUGENE, ORE. Western Newspaper Union
 FARGO, N. D. Newhouse Paper Company
 FORT WORTH, TEXAS Seaman-Patrick Paper Company
 FRESCO, CAL. Newhouse Paper Company
 GRAND RAPIDS, MICH. Zellerbach Paper Company
 GREAT FALLS, MONT. The John Leslie Paper Company
 HARRISBURG, PA. Olmsted-Kirk Company
 HARTFORD, CONN. Zellerbach Paper Company
 HOUSTON, TEXAS Quimby-Walstrom Paper Co.
 INDIANAPOLIS, IND. The John Leslie Paper Company
 JACKSON, MISS. The Alling & Cory Company
 JACKSONVILLE, FLA. Henry Lindenmeyr & Sons
 KANSAS CITY, MO. Stiers & Bement Company
 KNOXVILLE, TENN. L. S. Besworth Company
 LANSING, MICH. Crescent Paper Company
 LITTLE ROCK, ARK. Townsend Paper Company
 LONG BEACH, CAL. Virginia Paper Company, Inc.
 LOS ANGELES, CAL. Midwestern Paper Company
 LOUISVILLE, KY. Wertgame Paper Company
 LYNCHBURG, VA. Southern Paper Company
 MEMPHIS, TENN. The Weissinger Paper Company
 MILWAUKEE, WIS. Western Newspaper Union
 MINNEAPOLIS, MINN. Arkansas Paper Company
 MOLINE, ILL. Zellerbach Paper Company
 NASHVILLE, TENN. Zellerbach Paper Company
 NEWARK, N. J. Miller Paper Company
 NEW HAVEN, CONN. Caskie Paper Company, Inc.
 NEW ORLEANS, LA. Southland Paper Company
 NEW YORK CITY { Nackle Paper Company
 { The John Leslie Paper Company
 { Newhouse Paper Company
 { Newhouse Paper Company
 { Clements Paper Company
 { Henry Lindenmeyr & Sons
 { Stiers & Bement Company
 { Henry Lindenmeyr & Sons
 { Alco Paper Company, Inc.
 { Henry Lindenmeyr & Sons
 { The Alling & Cory Company
 { J. E. Linde Paper Company
 { The Canfield Paper Company
 { Marquardt & Company, Inc.
 { Schlusser Paper Corporation
 { Zellerbach Paper Company
 { Western Newspaper Union
 { Field Paper Company
 { D. L. Ward Company
 { The J. L. N. Smythe Company
 { Schuyllkill Paper Company
 { Zellerbach Paper Company
 { The Alling & Cory Company
 { C. M. Rice Paper Company
 { Zellerbach Paper Company
 { Zellerbach Paper Company
 { B. W. Wilson Paper Company
 { Virginia Paper Company, Inc.
 { The Alling & Cory Company
 { Zellerbach Paper Company
 { Beacon Paper Company
 { Tobey Fine Papers, Inc.
 { The John Leslie Paper Company
 { Newhouse Paper Company
 { Salt Lake City, Utah Zellerbach Paper Company
 { San Antonio, Texas Shiner-Sien Paper Company, Inc.
 { San Diego, CAL. Zellerbach Paper Company
 { San Francisco, CAL. Zellerbach Paper Company
 { San Jose, CAL. Zellerbach Paper Company
 { SEATTLE, WASH. Zellerbach Paper Company
 { SHREVEPORT, LA. Louisiana Paper Company, Ltd.
 { SHUNK FALLS, S. D. The John Leslie Paper Company
 { SPRINGFIELD, MASS. The Paper House of New England
 { STOCKTON, CAL. Zellerbach Paper Company
 { SYRACUSE, N. Y. The Alling & Cory Company
 { TOLEDO, OHIO The Commerce Paper Company
 { TOPEKA, KAN. Midwestern Paper Company
 { TRENTON, N. J. Henry Lindenmeyr & Sons
 { TROY, N. Y. Topy Paper Corporation
 { TULSA, OKLA. Tulsa Paper Company
 { WACO, TEXAS Olmsted-Kirk Company
 { WALLA WALLA, WASH. Zellerbach Paper Company
 { WASHINGTON, D. C. Stanford Paper Company
 { WICHITA, KAN. Western Newspaper Union
 { YAKIMA, WASH. Zellerbach Paper Company

★
EXPORT AND FOREIGN

NEW YORK CITY (Export) National Paper & Type Co.
 40 cities in Latin America and West Indies.
 NEW YORK CITY (Export) Moller and Rothe, Inc.
 30 countries in Latin America and West Indies.
 NEW YORK CITY (Export) Muller & Phipps (Asia) Ltd.
 Belgium, Congo, Burma, Ceylon, China, Hong Kong,
 Iceland, India, Malaya, Philippine Islands, South Africa.
 AUSTRALIA B. J. Ball (N. Z.), Ltd.
 NEW ZEALAND B. J. Ball (N. Z.), Ltd.
 HAWAIIAN ISLANDS Honolulu Paper Co., Ltd.,
 Agents for Zellerbach Paper Company



Photograph by Grignon, Chicago, for Lullaby Furniture Corp.

WARREN'S
Lithographic Papers

Silkote Offset • Offset Enamel • Overprint Label C1S • Lusterkote

WARREN'S Offset Enamel and Warren's Overprint Label are double coated papers produced by a new method.

Two separate coatings are applied to produce Warren's Overprint Label. Warren's Offset Enamel receives two separate coatings on each side. The double coat improves the printability and the uniformity of the papers, and thereby raises the potential of lithographic reproduction. Warren's Overprint Label is pre-conditioned by an exclusive process.

Warren's Silkote Offset is a new paper designed for the reproduction of pictures by offset lithography. Silkote Offset has the appearance of a wove offset paper but offers a printing surface that gives more brilliant reproduction. It also possesses a high degree of dimensional stability.

Warren's Lusterkote has a mirror-like glossy surface that contributes brilliance to the highlights and colors in lithographic reproduction.

Write for free booklet—"How Will It Print by Offset"

S. D. WARREN COMPANY • BOSTON 1, MASS.

[BETTER PAPER  BETTER PRINTING]
 Printing Papers



Tauber's Bookbindery, Inc.
260 HUDSON STREET
New York 13, N. Y.

September 10, 1952

E. P. Lawson Co. Inc.
426 West 33rd Street
New York, N. Y.

Dear Mr. Schulkind:

It gives me a great deal of pleasure to have just placed an order with Mr. Reiss of your company for another Lawson Cutter, and I am enclosing this note to you with the order.

When we bought our first machine from your company over a year ago, you told me that the test of your cutter would be in our plant, where we use a cutter on an average of 14 hours a day.

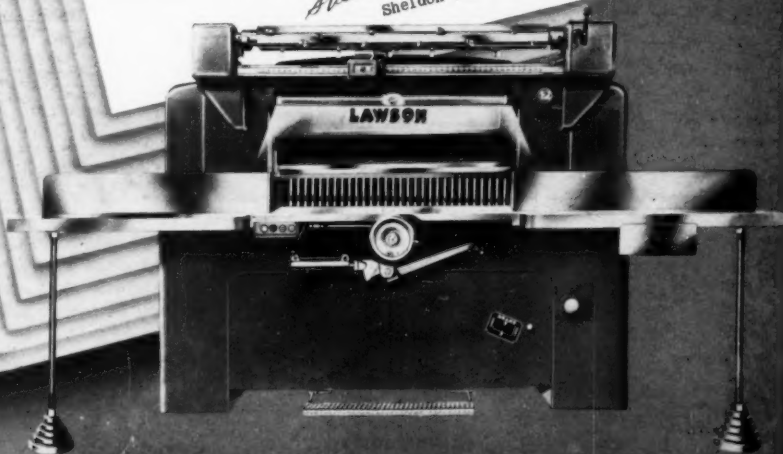
My answer to you approximately one year later is this order. We consider the Lawson Cutter an excellent machine.

With kindest personal regards,

Sheldon Tauber
Sheldon Tauber

Proof again

LAWSON CUTTERS
rate best



Write today for free brochure containing descriptions and specifications of Lawson 37", 46" and 52" Cutters.

E. P. Lawson Co.

MAIN OFFICE: 426 WEST 33RD ST., NEW YORK

BOSTON

170 Summer St.

PHILADELPHIA

Market Building

CHICAGO

628 So. Dearborn St.

EXCLUSIVE DISTRIBUTORS
SALES AND SERVICE

HARRY W. BRINTNALL CO., INC.
Los Angeles, San Francisco, Portland

A. E. HEINSOHN PRINTING MACHINERY
Denver, Colo.

SOUTHEASTERN PRINTERS SUPPLY CO.
Atlanta, Ga.

SOUTHWESTERN PRINTERS SUPPLY, INC.
Dallas, Texas

SEARS LIMITED
Toronto, Montreal, Winnipeg, Vancouver



Only
HUNT
 Premium
GRAPH-O-LITH
 gives
FULL SHADOW DETAIL
FOR THE LIFE OF
THE DEVELOPER

This and other superiorities of Premium Graph-O-Lith are being reported to us constantly by cameramen from coast to coast. Their practical darkroom experience is the best proof, and here are some of their comments.

"With the same amount of solution, Graph-O-Lith brings up shadow dots completely on 50% more negatives than we can get from the best previously used developer. The shadow detail continues to come up fully until the Graph-O-Lith is nearly exhausted."

"The chemicals are properly balanced to yield full shadow and highlight detail. They dissolve well and the solutions are clear. They keep longer in the tray and are uniform in action."

"When halftones are removed from the tray for examination, development slows down immediately, allowing ample time for inspection under a glass."

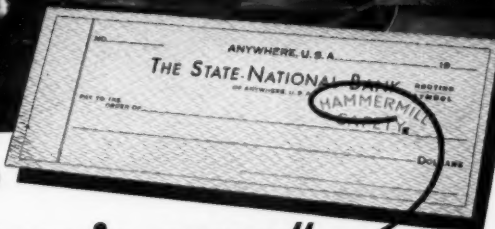
Graph-O-Lith is the finest photo-mechanical film and paper developer HUNT has ever produced ... a maximum-contrast developer for process film and plates, thin-base strip film, and photo-mechanical papers. Try it yourself. Write for a free trial two-gallon can of Premium Graph-O-Lith® now.



Established 1909
PHILIP A. HUNT COMPANY
 Manufacturing Chemists
 PALISADES PARK, NEW JERSEY
 CHICAGO, ILL. CLEVELAND, OHIO CAMBRIDGE, MASS.
 BROOKLYN, N. Y. DALLAS, TEXAS LOS ANGELES, CALIF.

A MODERN VAULT INSPIRES CONFIDENCE...

One of the massive vaults of the National City Safe Deposit Company, New York City



SO DO YOU WHEN YOU RECOMMEND

"The best known name in paper"

FOR CHECKS AND OTHER "MONEY VALUE" PRINTING JOBS

When you recommend Hammermill Safety paper for checks, you are suggesting one of those confidence-building assets that bankers value so highly. And you are creating confidence in your own judgment. That's because Hammermill Safety carries a name your customers know and respect—literally "the best known name in paper."

Recommend Hammermill Safety also for a wide variety

of other profitable jobs—gift certificates, tickets, passes—any job where "the appearance of value" is desirable. Get to know this profit-making Hammermill line better. Send for the free, up-to-date sample book and for the helpful Hammermill show-how book: **BUSINESS CHECKS**, their proper planning and design.

SEND COUPON FOR FREE SAMPLE BOOK!

HAMMERMILL SAFETY

Hammermill Paper Company
1614 East Lake Road, Erie 6, Pennsylvania

Please send me—FREE—a sample book showing HAMMERMILL SAFETY, and a copy of BUSINESS CHECKS, their proper planning and design.

Name _____ Position _____

(Please attach to, or write on, your business letterhead.)

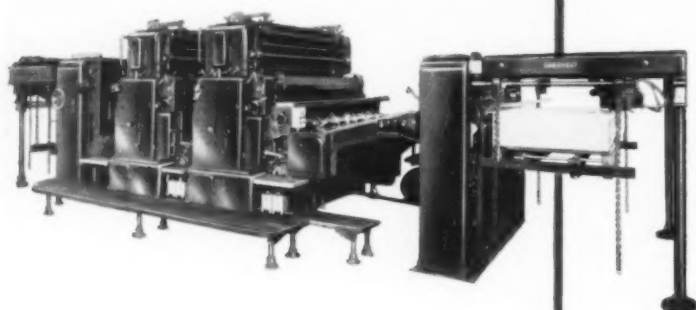
ML OCT.

MANUFACTURED BY HAMMERMILL PAPER COMPANY, ERIE, PA., FOUNDED 1898

Miehle

choice of the leaders

The long list of outstanding lithographers operating new Miehle Offset Presses is the greatest possible tribute to Miehle leadership in design and construction.



the 61 and 76 offsets

Unit Construction—Single and Multicolor

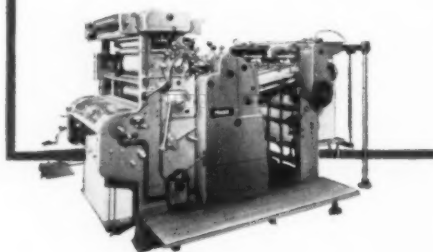
	sheet size	speed up to
The 61 Offset	42" x 58"	6500
The 76 Offset	52" x 76"	6000

*Send for complete information
on Miehle Offset Presses.*

the 29 offset

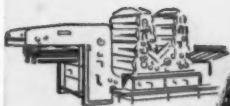
The Small Press with the Big Press Features

sheet size 23" x 29" • speed up to 7000

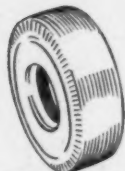


MIEHLE PRINTING PRESS & MANUFACTURING COMPANY

Chicago 8, Illinois



PRINTING INDUSTRY



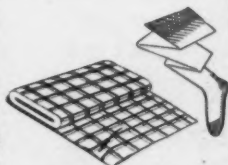
RUBBER INDUSTRY



FOOD INDUSTRY



MINING INDUSTRY



TEXTILE INDUSTRY

*It's the
EXPERIENCE
that counts...*

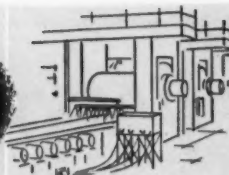
**in providing
OPERATOR CONVENIENCE
through machine design**

By working closely with machinery manufacturers and users, Reliance has constantly simplified the control of drive equipment to improve the productivity of machinery. Production is increased because controls of the Reliance V*S Drive are placed where the operator can conveniently select the right speed for each operation. Because operator fatigue is reduced, there is less production lag—scrap losses are held to a minimum. Write today for new V*S Drive Bulletin D-3211.



PROOF of PROGRESS!

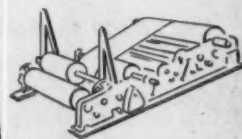
Just after the turn of the century, the lathe above made news with its adjustable-speed Reliance Armature-shifting Motor. Modern lathes (right) have built-in Reliance V*S Drives to provide control of all functions of spindle and speeds.



STEEL INDUSTRY



PLASTICS INDUSTRY



PAPER INDUSTRY



WIRE AND CABLE INDUSTRY



CHEMICAL INDUSTRY



METAL FABRICATING INDUSTRY

RELIANCE ELECTRIC AND ENGINEERING CO.

1115 Ivanhoe Road, Cleveland 10, Ohio

Sales Representatives in Principal Cities

Books and other Aids...

How to Prepare Art and Copy for Offset Lithography

By William J. Stevens
and John McKivan

Twelve chapters with over 125 illustrations, two- three- and four-color lithography throughout. 8½ x 11", cloth-bound, hard covers. A colorful and highly useful book for your library. Widely used in schools.

POSTPAID \$5.25

How to Sell Lithography

By Arthur M. Wood

Illustrated, 176 pages. Chapters on copy preparation, pictorial outline of offset process, selling technique, use of color, prices and quotations, office procedure, company policies, and briefs on postal and legal aspects. 6 x 9"

POSTPAID \$5.25

Color Chart for Dot Etching

This chart, composed of four sheets, is 22½ x 26¼, and is bound at the top with a metal strip for wall hanging. The first sheet is magenta, cyan blue, process yellow and black. The second is warm red, cyan blue, process yellow and black. Number three is magenta, warm blue, process yellow and black, while the last is warm blue, warm red, process yellow and black.

Each of the four pages contains 215 color squares. Each square of color is identified, and each square is divided into four different percentage screen tints. It was produced on regular offset stock on a two-color offset press.

COMPLETE FOUR-PAGE WALL CHART—\$10

Photography and Platemaking for Photolithography

By I. H. Sayre
(Fifth Edition 1951)

Chemistry of Lithography, Processes of Platemaking, Formulas, Albumin, Deep Etch, Photo Composing, Layout and stripping, Chemistry of Photography, Negative Treatments, Optics, Photographic Equipment, Halftones, Contact Screens, Color, Filters, Separations, Color Processes, Use of Densitometers, Color Value Chart for Dot Etching, Two Color Printing, Special Color Processes.

Standard Size, Hard Cloth Covers, 442 Pages, Illustrated.
Widely Used as a Standard Textbook.

POSTPAID \$6.75

The Single Color Offset Press

By I. H. Sayre

Section 1 of this book deals with the Harris 17 x 22" and 21 x 28" presses. Section 2, the materials used in offset presswork. Section 3, the ATF Webendorfer 14 x 20", 17 x 22" and 22 x 29" presses.

Standard size, cloth bound book, 284 pages, Illustrated.
Widely used as a standard textbook.

POSTPAID \$6.25

The Lithographers' Manual

Compiled by Walter E. Soderstrom

A compendium of helpful information on the lithographic industry, equipment and processes. Compiled as a one-volume "library" of lithography. 9 x 12", cloth hardbound.

POSTPAID \$5.25

Modern Lithography

175 Fifth Ave., New York 10, N. Y.

Enclosed is payment. Please send the book, (or chart) as checked.

- ☐ How to Prepare Art & Copy—\$5.25
- ☐ Lithographers Manual—\$5.25
- ☐ How to Sell Lithography—\$5.25
- ☐ Photography and Platemaking—\$6.75
- ☐ The Single Color Offset Press—\$6.25
- ☐ Color Chart for Dot Etching—\$10.00

(add 3% sales tax if in New York City)

Name

Street

City, Zone, and State

Order direct from
Modern Lithography
175 Fifth Ave.
New York 10, N. Y.



You can now make

- **COLOR PROOFS**

From negatives using black and primary colors on an opaque white plastic sheet.

- **WITHOUT**

Overlays or a press or Additional equipment.

- **WITH**

Speed and economy *never before offered.*

The process is as simple as the making of a "blue-line," requiring no other skill; nor equipment other than your whirler, vacuum frame, arc light and a sink for water development. Colors are developed one upon another without protection or lamination between colors. The process uses negatives making a positive print of all the colors in register by surprinting.

The "Watercote" color print processed by your men in your plant, will unfold the practical uses it will serve.

THE TRIAL "WATERCOTE" KIT FOR \$7.50 INCLUDES:

2 sheets of Loftrite #30 — 24" x 30" x .010"

4 eight ounce bottles of emulsion colors, and
simple directions, easy to follow.

See your dealer or order direct to Dept. M



DIRECT REPRODUCTION CORPORATION

811-813 UNION STREET

BROOKLYN 15, NEW YORK

HOW TO BUILD MERCURY ROLLERS AND BLANKETS

1. INVEST THREE MILLION DOLLARS on the most modern plant in the industry.
2. SPEND A QUARTER OF A CENTURY ON RESEARCH . . . and never stop researching.
3. SECURE AND TRAIN AN ARMY OF CRAFTSMEN and technical specialists . . . skilled in complicated chemical and engineering processes.
4. INSIST UPON HIGHEST STANDARDS of excellence—Accuracy to microscopic tolerances . . . Greater durability . . . Unique coatings capable of superb performance with new inks, new papers, new presses.

That's all
you have to do!



RAPID ROLLER CO.

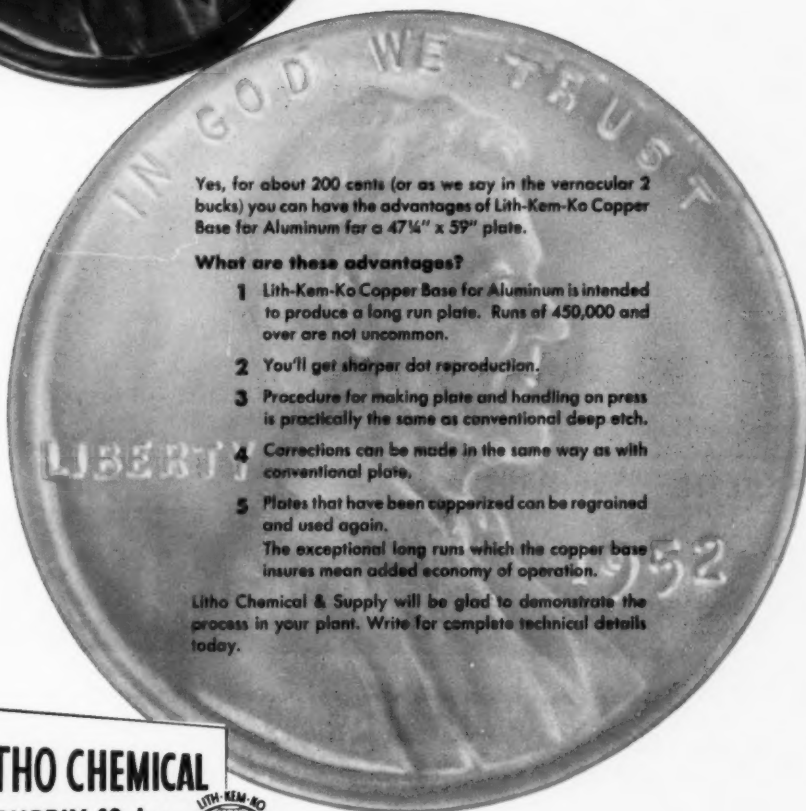
FEDERAL AT 26TH
CHICAGO 16, ILL.

D. M. RAPPORT
PRESIDENT





Putting in our 200 CENTS WORTH OF LITH-KEM-KO COPPER BASE for Aluminum



Yes, for about 200 cents (or as we say in the vernacular 2 bucks) you can have the advantages of Lith-Kem-Ko Copper Base for Aluminum for a 47 1/4" x 59" plate.

What are these advantages?

- 1 Lith-Kem-Ko Copper Base for Aluminum is intended to produce a long run plate. Runs of 450,000 and over are not uncommon.
 - 2 You'll get sharper dot reproduction.
 - 3 Procedure for making plate and handling on press is practically the same as conventional deep etch.
 - 4 Corrections can be made in the same way as with conventional plate.
 - 5 Plates that have been copperized can be reground and used again.
- The exceptional long runs which the copper base insures mean added economy of operation.

Litho Chemical & Supply will be glad to demonstrate the process in your plant. Write for complete technical details today.

**LITHO CHEMICAL
& SUPPLY CO., Inc.**
46 HARRIET PLACE
LYNBROOK, LONG ISLAND, N.Y.

PRICES

LITH-KEM-KO COPPER BASE FOR ALUMINUM - #5010

		West Coast
1 gallon, per gallon	\$6.50	\$7.00
4-1 gallon, per gallon	6.25	6.75
12-1 gallon, per gallon	6.00	6.50



EO-KUK THE ESQUIMAUX says...



Snowland Bond

is a sure way to harpoon more jobs . . . to get an avalanche
of orders for the press . . . to capture interest
with sparkling printing results.

It's a
FRASER
PAPER

Made in our Madawaska Mill, in Maine

FRASER PAPER, LIMITED NEW YORK • Chicago • Cleveland

EDITORIALS

WITH the major share of the lithographing industry's attention directed constantly to the many and varied developments in paper lithography, many in the industry may not be aware of equally important developments in the field of metal lithography. This month, in Houston, Texas, the National Metal Decorators Association will hold its annual convention, a highlight in this field each year.

In addition to discussions of new developments in supplies, equipment, and methods, lithographers attending this meeting also will have an opportunity to visit plants where large modern equipment is in operation.

Another development, announced this month in Chicago, points up the continuing progress in this branch of lithography. A new line, — press, coater and oven, — is being installed in that city, which will handle sheets even larger than the 72" sheets which the industry is only now beginning to take for granted. The new equipment will lithograph metal sheets up to 76½" in size.

The metal lithographing industry always has been progressive. It was in this field that the offset press principle first was developed and used. Here deep etch and photocomposed plates were and are used to their utmost advantages, and here multi-metal plates are now the common thing. Inks, coatings, varnishes, printing surfaces and equipment, all have been improved constantly through continuing research.

OTHER conventions in October and early November will keep lithographers busy. The Printing Industry of America annual meeting in St. Louis opens October 13, with a program planned for management in all branches of the graphic arts.

Then the lithographic industry's only exhibit of machinery and supplies, together with a regular four-day convention, opens in New York November 5. This event of the National Association of Photo-Lithographers will break pre-

vious records of attendance according to advance registrations and plans for exhibits. It will be held in the most thickly populated area, industry-wise, a condition which always produces heavy attendance. The program announced in this issue, provides well-rounded sessions in management, selling, production methods and shop problems. A new feature in the field of sales will be a panel discussion by several men who are responsible for buying the printing of some of the largest corporations. The entire Saturday program will be put on by the Litho Club of New York, and will consist of open discussion of litho plant problems. Arrangements for a separate registration for this session have been made so that production men who may not be able to attend on the other days may sit in on this forum.

AN estimated \$650,000,000 of national advertising budgets was spent last year on point-of-purchase advertising materials—a fact which underscores the importance of this phase of advertising in which lithographers play so large a part. How this lithographed advertising at the retail pay-off point is being sold to national advertisers is told this month in the article "Store Displays Show Phenomenal Growth."

Most of the lithographing concerns which produce these displays are set up to offer complete merchandising service, from initial plans all the way through the creative art work, and lithography, to the finished display installed where it will catch the impulse spending of shoppers.

Many of these displays show ingenuity and merchandising skill that is unsurpassed in the advertising and selling field. Displays have played an important part in the revolution which has taken place in retailing in the last decade. Next time you go into a retail store, notice the point-of-purchase lithography. Better keep your wallet closed up tight, too, or you may become another impulse buyer.



Why lithographed displays are used. This floor dispenser, created and lithographed by Kindred, MacLean & Co., New York, increased sales 50 percent for retailers.



Almost every type of product now is sold through serve-yourself displays. This one by Oberly & Newell Lithograph Corp., New York, sells pliers.



Consolidated Lithographing Corp., Carle Place, N. Y., produced this display. It's one of a series for McCormick which is stepping up sales of spices and food specialties.

Store Displays Show Phenomenal Growth

MANY of the leading lithographers of the country are designers and producers of window displays and in-store displays for use in varied types of retail outlets. They have found this a very profitable main line, or profitable department of their business. The lithographers that maintain good creative staffs, and can hit upon smart ideas and designs that will increase the sales of the products displayed, have built up most lucrative businesses. National advertisers do not hesitate to pay well for store displays that demonstrably increase the sales of their products. National advertisers now spend \$650,000,000 a year on displays.

Lithographers, through many years, have made excellent progress in improving the quality of their workmanship, and in making plant improve-

By J. Kingsley Gould

Executive Director

Point-Of-Purchase Advertising Institute
New York

ments and achieving better production methods to reduce costs.

Remarkable progress of another kind in this industry has been brought about in recent years by the Point-of-Purchase Advertising Institute. It has attacked the lithographers' problem *from the other end*; namely, by impressing national advertisers, who are the *buyers* of store displays, that their national advertising programs in publications cannot be fully effective in producing full sales volume, unless they *follow through* with store displays in the retail outlets. POPAI

warns national advertisers that if they don't "follow through" in the retail stores, their competitors who do use store displays, will make the best final impression on shoppers where it counts so heavily, and cash in.

In the last seven years, since the heavy restrictions of World War II on materials that lithographers were permitted to use for store displays were removed, POPAI has made notable progress in educating national advertisers on the importance of spending a larger part of their advertising dollars in store displays. These displays are one of the lowest priced of all advertising media, and at the same time one of the most effective in increasing sales and profits.

Just how well POPAI has succeeded in impressing national advertisers, who are the buyers of store



Top: This large 40" square Seagram's display was created and produced by Palmer Associates, New York and ties in with a national campaign with the "Sure" theme. Here the bottle, some 24" long, stands out in raised plastic, and a light flashes, illuminating the letters on the bottle. The display is lithographed in 9 colors.

Lower, Left: An actual stocking with a pencil thrust through it dramatically demonstrates in this display, the "no garter run" feature of the Berkshire Knitting Mills product. This point-of-purchase advertising piece was produced by Ketterlinus Lithographic Mfg. Co., Philadelphia.



Above: Two products are teamed up in promoting a brand new recipe: Minute Rice and Hunt's Tomato Sauce. The promotion for Spanish Rice Pronto is complete—full figure retail self-service displays tie in with newspaper ads, backed up strongly by magazines, radio and TV. The display is colorful in multiple planes with full color recipes at handy pick-up level. With a massed display of the two products, it is called a "Shopper Stopper" by Snyder & Black, Inc., which produced the display. (Photo courtesy General Foods Corp. and Hunt Foods, Inc.) Left: J. K. Gould, the author, executive secretary of POPAI.

displays, is shown by the truly remarkable interest aroused and the large attendance at the POPAI exhibit each spring.

More than ten thousand advertising and sales executives from all over the U. S. attended the annual symposium and exhibit, at the Waldorf-

Astoria Hotel in New York in April, 1952.

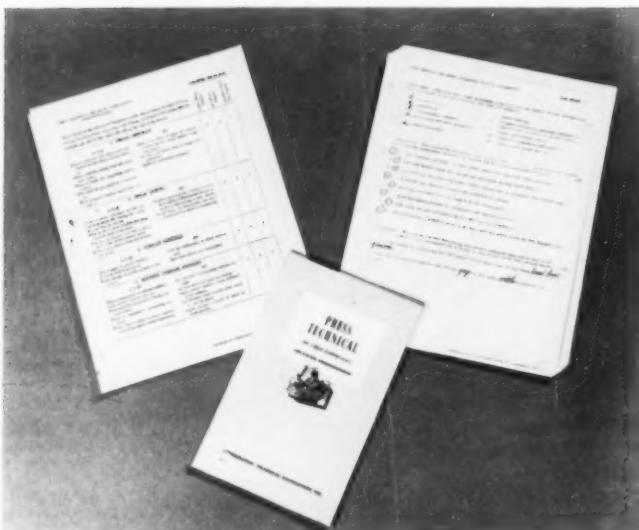
In 1953, for the first time, the POPAI show and symposium will be held in the Middle West. The dates are March 31, April 1, and 2, and the place is the Palmer House, Chicago.

So rapidly has this annual show grown in size and importance, in recent years, that it has become one of the largest and best attended exhibits in the entire advertising industry. On exhibit at this show each year are the latest and most successful

(Continued on Page 113)

How The Lord Baltimore Press is Training Men to Meet Worker Shortages

Below are shown the supervisor's kit of training materials for a press course (top), as taught at Lord Baltimore, and a line-up of all the lithographic training courses now available from the LTF.



THE need for training and upgrading of men in the lithographic industry is widely recognized. Several larger plants, groups of companies, and cooperative and independent schools are meeting this need in certain areas and in various ways.

The Lord Baltimore Press, lithographing, printing and gravure firm producing folding boxes, labels and other products in Baltimore, found the lack of trained offset workers acute enough to set up its own training program. The first phase of this long-range program provides for training courses for pressroom employees in the lithograph department, with the idea of improving their skills and preparing them for better jobs as openings in the plant occur.

Hugo Dalsheimer, president of The Lord Baltimore Press, explained that the courses are not intended to create technical ability in the individual. "He can get this only by on-the-job training obtained during his daily work," he told *Modern Lithography*. The courses are intended to show clearly the reasons for all the duties of the pressroom, so that the men will not merely follow instructions blindly, Mr. Dalsheimer stated. They prepare the more capable fellows for advancement when an opening occurs, rather than forcing the plant to go outside to seek skilled help.

The company has set up three courses, based on three offset press textbooks published by the Lithographic Technical Foundation. The textbooks and courses are:

- Lithographic Offset Press
- Operating
- Offset Press Troubles
- Lithographic Offset Press—
- Technical

The first group of students which was organized has finished the first two courses, and is now in the third. The students are supplied with the manuals which they study at home. One hour a week is devoted to classroom discussion which is conducted by the company's personnel director. In addition to the textbooks mentioned above, the instructor uses the supple-

mental Instructor's Manual obtained from the Lithographic Technical Foundation. Following completion of discussions, tests are given. These tests also are prepared by LTF.

When technical questions arise, the foreman, or assistant foreman, is called in.

All the students attending these classes are regular pressroom employees, and the class work is carried on as overtime, and paid for by the company.

The final test of what the men have learned comes in the pressroom following the formal classroom training period. The trainees are organized into press crews, and under the supervision of the superintendent of lithography, demonstrate what they have learned. The superintendent scores each student on score sheets (illustrated). If any student fails to make a satisfactory showing, he must drop out of the group, and wait for an opportunity to go over the course with a succeeding class.

In recent months the company has been broadening its training program into other company departments and eventually, it is expected that employees in all manufacturing departments will have an opportunity for such training.

"All we have done is to intelligently use the materials obtainable from the Lithographic Technical Foundation," Mr. Dalsheimer observed. "We feel the courses have proved their value."★★

At right are the listings from check sheets used at Lord Baltimore Press for scoring trainees on press operating. The big Baltimore plant has set up its own training program in the offset press department, and other training programs are being set up for other departments.

LITHOGRAPHING OFFSET PRESS OPERATING APPRENTICE ON-THE-JOB CHECK SHEET PRESS OPERATING VOLUME No. 1

Name	Date
Lesson Heading	Satisfactory: YES or NO
1. Making the morning check up	_____
2. Lubricating the press	_____
3. Piling stock and loading feeder	_____
4. Setting the feeder	_____
5. Setting the conveyor mechanisms	_____
6. Setting the side guide	_____
7. Setting the front guides	_____
8. Setting the delivery	_____
9. Preparing the packing	_____
10. Preparing the plate clamps	_____
11. Cleaning plate and cylinder	_____
12. Guide marking plate	_____
13. Mounting the plate	_____
14. Preparing plate for run	_____
15. Handling the water and gum	_____
16. Starting the press	_____
17. Changing blankets	_____
18. Setting the back pressure	_____
19. Preparing the fountain solution	_____
20. Operating the dampening device	_____
21. Cleaning dampening device	_____
22. Cleaning the ink fountain	_____
23. Washing up the press	_____
24. Removing plate	_____
25. Cleaning the press	_____
26. Cleaning the form rollers	_____
Signed:	

LITHOGRAPHING OFFSET PRESS OPERATING APPRENTICE ON-THE-JOB CHECK SHEET PRESS OPERATING VOLUME No. 2

Name	Date
Lesson Heading	Satisfactory: YES or NO
27. Preparing a new blanket	_____
28. Setting the dampeners	_____
29. Testing and setting the ink drums	_____
30. Setting the ink distributing rollers	_____
31. Setting the ink form rollers	_____
32. Preparing the ink	_____
33. Matching colors	_____
34. Judging driers	_____
35. Setting the ink fountain	_____
36. Inking up the press	_____
37. Starting the job	_____
38. Protecting the plate and pulling 1st sheet	_____
39. Making adjustments and pulling 2nd sheet	_____
40. Continuing #39 above	_____
41. Running the press — Practice	_____
42. Adjusting grippers	_____
43. Adjusting bearer pressure	_____
44. Making ready — Review	_____
45. Running the press	_____
GENERAL REMARKS:	
Signed:	

Formula for Cleaning Dampeners

FROM time to time in the last year or so, the Lithographic Technical Foundation has been experimenting with different cleaning agents for use in dampener roller washing machines.

While looking for something that would do a better and faster job, the laboratory checked quite a few of the cleaners now on the market including several of the popular new household detergents. According to a recent LTF report, most of them do a pretty good job. But they all have one fault. They make so much foam that you can't see the rollers in the machine and can't tell when they are clean.

Finally, the laboratory found a mixture that does a pretty good all-round job. Compared with other materials that were tried, this one cleans up dirty rollers in less time, with the least foaming, and with no need for preliminary hand scrubbing. With it, you can machine clean a set of rollers in 20 to 25 minutes instead of the usual 30 to 45 minutes. Here is the formula:

Dampener Cleaner

Pluronic L-62	10 avoirdupois ounces
Pluronic L-44	10 avoirdupois ounces
Carbose	5 avoirdupois ounces
Sodium	
Triphosphosphate	4 avoirdupois ounces
Water	100 fluid ounces

This makes up one gallon of concentrated cleaning solution. For use, add one to two ounces of this concentrate to every gallon of water that you use in your machine. For example, if the tank capacity is 20 gallons, add 20 to 40 fluid ounces of the concentrated cleaner.

You can get all the chemicals except the water softening sodium triphosphosphate from the Wyandotte Chemical Co., Wyandotte, Michigan. The "Pluronics" are special, non-foaming detergents. Since they are

very sticky, viscous liquids, you can measure the quantity needed most accurately by weighing them. "Carbose" is a commercial grade of cellulose gum.

As you know, cellulose gum is a main ingredient in "no rinse" household washing compounds. The detergents clean the dirt out of the rollers. Then, the cellulose gum surrounds the dirt particles and keeps the dirt from redepositing onto the rollers as they are being cleaned.

Since LTF does not have many rollers to clean at the laboratory the

staff was not able to do any extensive or continuous testing with the mixture. And so, it is not known if this mixture might eventually damage a wash-up machine. Some detergents can penetrate the packing around the axles of the rollers in some wash-up machines. If this happens, the detergent might mix with the bearing and gear grease and reduce the lubrication.

Although the laboratory has had no trouble with their machine, they still haven't had enough experience with the formula to give it an unqualified endorsement. LTF released the formula because so many lithographers have asked for whatever information about cleaners that is available.★★

Postscript on Counter-Etching

SOME time back, the Lithographic Technical Foundation outlined a procedure for counter-etching that would do a good job without damaging the grain on the plate.

The most important point made was this: Don't scrub the plate with a brush while the counter-etch solution is still on it. Brush bristles are far too big to enter the valleys of a plate grain. They just ride on the grain peaks. And if the counter-etch solution is on the plate when you scrub, the chemical attack is greater on the grain peaks than it is in the valleys. LTF has found that this flattens the grain. It decreases the surface area of the plate which means that you also reduce its water-holding capacity.

The technique that LTF suggested was as follows:

- (1) Flush the plate with water and clean it thoroughly with cotton or mollenon.
- (2) Flow the counter-etch onto the plate. Then rock the plate back and forth for about a minute to assure complete coverage.
- (3) Flush the plate thoroughly with water to remove the counter-etch. Then rub the plate with cotton or mollenon to remove anything formed by or loosened by the chemical

reaction of the acid on the plate.

Since LTF first published these instructions, they have had a few objections to the use of cotton in the final step. Some platemakers have said that tiny cotton tufts or strings hang up on the grain peaks and stay on the plate. And how do you get them off if you can't use a brush on the plate?, they ask.

So, it appears that LTF's original article was perhaps incomplete or led to a conclusion that is not true.

The Foundation's main point, again, was not to scrub the plate with a brush *while the acid counter-etch is on it*. After the counter-etch has been rinsed off, a light scrubbing with a brush will do little harm. If you wish, you can rub the plate with cotton and then follow with the brush to get the cotton strings off (if you have this trouble). Or, rub lightly with a brush in the final operation and don't use cotton.

The laboratory still likes to see cotton used in the preliminary cleaning operation before the counter-etch is applied. It seems to get down into the grain and do a better cleaning job than does a brush.★★

*From material prepared for "Research Progress" No. 26, issued by the Lithographic Technical Foundation.

*From "Research Progress" No. 26, published by the Lithographic Technical Foundation.



Arthur A. Wetzel of Wetzel Bros., Milwaukee, is PIA President



James R. Brackett is General Manager of the association

Cutting Costs, Increasing Production, Selling More, PIA Convention Themes

Annual Meeting in St. Louis October 13-16

WAYS of cutting costs, increasing productivity and selling more printing will be explored during the 66th annual convention of the Printing Industry of America which is opening Monday, October 13. It runs through Thursday, Oct. 16, and sessions are being held in the Chase Hotel, St. Louis.

Under the general theme "More Profits Through Better Management," the convention sessions will be built around "town hall" discussions. In addition, an exhibit of equipment and supplies also will be held, with over 30 booths planned. Over 1000 men and women from the graphic arts trades are expected to attend the convention. These will include representatives from the 46 PIA-affiliated local associations in principal cities.

The Associated Printers & Litho-

graphers of St. Louis is in charge of all local arrangements for the convention, and Clyde K. Murphy of the Blackwell Wielandy Co. is general chairman.

A program of events for ladies attending also is arranged, with Mrs. John M. Wolff, Jr., as chairman.

The annual banquet, with award ceremonies, is scheduled for Wednesday evening.

A new feature of the convention this year will be the showing of outstanding promotion work of printers and lithographers entered in the self advertising competition sponsored by the PIA and Miller Printing Machinery Co.

The program is as follows:

Monday, Oct. 13

A.M.—Opening ceremonies and reports. Keynote address, "More Profits Through Better Management," by Leo Cherne, New

York economist, Research Institute of America. Election of officers.

P.M. — "Cut Costs" panel. Address, "A Cost Reduction Program," by Walter F. McArdle, McArdle Printing Co., Washington, D. C.

Presentation of study made by McClure, Hadden & Ortman, to help management reduce costs. Panel discussion with questions and answers.

Visual aids presentation of new approach to use of PIA Ratios.

"The Break Even Point," talk on minimum of business needed to recover costs.

Tuesday, Oct. 14

(Membership meetings of Master Printers and Union Employers Sections of PIA. No general sessions.)

Concurrent business meetings of MPS and UES with committee reports, election of officers, etc.

Noon — Joint MPS-UES luncheon.

P.M. — Concurrent panel discussions. UES panel topics: Negotiation Techniques; Place of Foreman in Industrial Relations; Trends in Health and Welfare Plans; Trends in Negotiations. MPS panel topics: Place of Foreman in Industrial Relations; Wage Policies and Working Conditions; Training of Craftsmen.

Wednesday, Oct. 15

A.M. — "Increase Productivity" panel will open with address, "Ways of Increasing Productivity," by Frank F. Pfeiffer, vice-president and general manager, Reynolds & Reynolds Co., Dayton, O. This will be a presentation based on a survey of 50 printing and lithographing plants. Panel discussion with questions from the floor.

Visual presentation of PIA Production PAR—a review of this tool and explanation of how to use it.

P.M. — "Sell More" panel. Address, "More Creative and More Profitable Selling."

"Sell More Printing," report of a survey of various devices used by printers and lithographers to increase production volume. Panel discussion.

Commentary on the PIA Self Advertising Exhibition.

"Does Self Advertising Pay?" Panel discussion.

Evening — Banquet and presentation of President's Medal, Man of the Year and Self Advertising Awards.

Thursday, Oct. 16

Four concurrent all-day clinics.

1—Sales Management Clinic topics: Selecting and Training Salesmen; Selecting the Customer; Salesmen's Compensation.

2—Financial Management Clinic topics: The Ratio Studies; Budgetary Control; Financing the Business; The Break-even Point.

3—Production Management Clinic topics: Production Control; Quality Control; Foreman's Management; Work Simplification.

4—Personnel Management Clinic topics: Recruiting and Selecting Employees; The House Magazine; Incentive Plans; Handling Grievances ★★

**New Yorker Hotel,
New York City,
Nov. 5, 6, 7 & 8**



NAPL PRESIDENT A. J. Fay is vice president in charge of sales, National Process Company.



EXECUTIVE VICE PRESIDENT of the Natl. Association of Photo-Lithographers is Walter E. Soderstrom

NAPL Convention Program Ready

FINAL touches were being put on the program last month for the November convention in New York of the National Association of Photo-Lithographers. At the same time more exhibitors were preparing to show their equipment, products and services in the exhibition side of the convention.

Dates are Wednesday, Thursday, Friday and Saturday, November 5, 6, 7, and 8, and the place is the Hotel New Yorker.

By late in September the supply and equipment firms which had indicated that they would have exhibits neared the 50 mark, and advance registrations and interest indicated that the convention would be a record-breaker, according to NAPL executive vice president, Walter E. Soderstrom.

The program, as it appeared in September, is published here, and indicates a practical approach to the two-fold theme "More Sales at a Profit—More Know-How."

The convention opens at 2 p.m. Wednesday, November 5, with a session devoted to sales discussions. The Thursday morning session gets into management problems, while that afternoon, a panel of some of the largest buyers of lithography and printing

will take part in a discussion moderated by A. J. Fay, NAPL president, who is vice president in charge of sales of National Process Co., of New York.

Friday's sessions cover other aspects of management, advertising, research, human relations, and a report on a survey on mark-up practices on outside purchases and sales compensation.

The annual dinner dance and entertainment event is on Friday evening.

All day Saturday will be devoted to a shop forum on problems and processes, sponsored by the Litho Club of New York. William J. Stevens, Miehle Printing Press & Mfg. Co., former NAPL staff member and president of the National Assn. of Litho Clubs, will be moderator.

Registration fees are as follows: Convention registration, including Friday luncheon—\$15 per person. (Not including dinner-dance)

Additional Friday luncheon tickets—\$5 per person.

Dinner dance and entertainment—\$10 per person.

Saturday session only—\$3 per person.

Mr. Soderstrom said that each person who registers will receive an appropriate gift. NAPL membership is not necessary to attend.

Exhibits are to be open daily from 9 to 6.

The companies which will have exhibits, as announced last month are:

American Type Founders, Inc.; Ansco, A Division of General Aniline & Film Corp.; Russell Ernest Baum, Inc.; Bourges, Inc.; Bridgeport Engravers Supply Company, Inc.; Calculagraph Company; Consolidated Photo Engravers & Lithographers Equipment Co., Division of Consolidated-Hammer Dry Plate & Film Co.; Ralph C. Coxhead Corp.; Chemical Detergents Company, Inc.; Craftsman Line-Up Table Corp.; E. I. duPont de Nemours & Company, Inc.; Eastern Graphic Arts Supply Co., Inc.; Eastman Kodak Company; Electronic Mechanical Products Co.; Fuchs & Lang Mfg. Co., Division Sun Chemical Corporation; William Gegenheimer Company; Jos. Gelb Company; The Gevaert Company of America, Inc.; The Glover Color Matching Lamp; Godfrey Roller Company; M. Grumbacher, Inc.; Harris-Seybold Company; Philip A. Hunt Company; Interchemical Corporation, Printing Ink Division; C. Walker Jones Co.; Kimberly-Clark Corporation; Lanston Monotype Machine Company; E. P. Lawson Co., Inc.; Litho Chemical & Supply Co., Inc.; Macbeth Arc Lamp Co.;



TREASURER OF NAPL, Penn R. Watson, is president of Wm. J. Keller, Inc., Buffalo



ROBERT S. EMSLIE, Jr. is secretary of NAPL. He will speak Friday morning, "Your Unfair Competitor"

Miller Printing Machinery Co.; Minnesota Mining & Manufacturing Company; The Moreland Corporation; nuArc Company; Oxy-Dry Sprayer Corp.; Phillips and Jacobs; Harold M. Pitman Co.; Precision Engraving Co.; Remington Rand, Inc.; Roberts & Porter, Inc.; Harry H. Rogers Co., Inc.; Rutherford Machinery Co., Division Sun Chemical Corporation; Sinclair & Valentine Co.; The Strong Electric Corp.; Vulcan Rubber Products, Inc.; Amsterdam Continental Types & Graphic Equipment, Inc.

Wednesday, Nov. 5

2 P.M.—*Creating Lithographic Sales In Today's Market*

A. J. Fay, VP, Sales Manager, National Process Co.

3 P.M.—*How I Sold A Good Account*

Panel Discussions

Rex G. Howard, Howard Co., Peoria, Ill.

Eugene Martens, Boro Offset Corp., Brooklyn

William J. Watson, Wm. J. Keller, Inc., Buffalo

Thursday, Nov. 6

9:30 A.M.—*One New Press—Will It Economically Take the Place of Two Old Ones?*

Frank A. Myers, Copifyer Lithograph Corp., Cleveland.

10:15 A.M.—*Up-To-Date Modern Accounting*

Jack Kromberg, C.P.A., New York Remington Rand, Inc. will exhibit the equipment used by some well-

managed lithographic firms to record both job and periodic production time.

The Calculagraph Company will exhibit their Calculating Time Recorder and other equipment.

Mr. Kromberg will describe how these pieces of equipment are being used to excellent advantage in lithographic plants.

11:15 A.M.—*Is It Wrong To Make A Profit?*

Hon. Gay H. Brown, Former Justice of the Supreme Court of The State of New York.

2 P.M.—*How Lithography Serves Us.*

Panel Discussion by some of the biggest buyers of lithography in this country.

A. J. Fay, Presiding

Fred E. Haubold, Purchasing Agent, General Motors Corporation in New York

A. J. Gross, Production Manager, Advertising Dept., Remington Rand, Inc.

George B. Dearnley, Vice President, McCann-Erickson, Inc.

H. R. Meeker, Advertising Production Manager, Colgate Palmolive Peet Co.

George J. Jackson, Supervisor Printing Unit, Advertising and Sales Promotion Department, General Electric Company.

Friday, Nov. 7

9:30 A.M.—*Your Unfair Competitor*

Robert S. Emslie, Jr., NAPL Secretary.

10:00 A.M.—*Advertising For New Business*

Edward N. Mayer, Jr., President, James Gray, Inc., New York, a firm that has built a lithographic business from a small rotaprint to a volume of several million dollars a year, will share his firm's formula on "Advertising for New Business."

11:00 A.M.—*Our Lithographic Technical Foundation*

William M. Winship, President Lithographic Technical Foundation

12:30 Noon—*Luncheon*

Human Relations

Dr. Ralph L. Lee, of the General Motors Corp.

2:30 P.M.—*Result of a Survey and Mark-Up On Paper, Ink and Outside Purchases, Salesmen's Compensation and Expenses*

Walter E. Soderstrom, Executive Vice Pres., NAPL.

7:00 P.M.—*Annual Dinner Dance and Entertainment.*

Saturday, Nov. 8

A.M.—*Shop Problems Clinic*

Sponsored by the Litho Club of New York.

William J. Stevens, Miehle Printing Press & Mfg. Co., Moderator

Panel Members:

Norman C. Bridwell, Jones Graphic Products Co., Toledo
Michael H. Bruno, Lithographic Technical Foundation.

Fred J. Dankert, Fuchs & Lang Mfg. Div., New York.

Dr. Paul J. Hartsuch, Printing Ink Div., Interchemical Corp.

Charles V. Morris, Reinhold-Gould Co., New York.

John McMaster, Eastman Kodak Co., Rochester.

Harry "Doc" Mueller, Litho Chemical & Supply Co., Lynbrook, N. Y.

A. P. Reynolds, S. D. Warren Co., Cumberland Mills, Maine.

Roy P. Tyler, Harris-Seybold Co., Cleveland.★★

Maintaining Register

by Theodore Makarius

ONE of the primary requirements in close register work is to have plates of uniform thickness over their entire surface. Plate thickness must be taken into consideration from the time of selecting the plate, whether it is a new plate or a regrained plate. Plates vary in thickness from three to six thousandths of an inch from one end to the other, and unless a micrometer is used to determine this, the wrong plate may be used for the first or succeeding colors. If a plate measures .025 on one side and .030 on the other side, the image on this plate will be longer around the cylinder on one side than on the other. The portion of the plate which is thicker will print shorter than the other side when mounted on the press.

In single color work this is not as important as in multicolor printing. If on a two-color job the plates are of varying thicknesses and the variations are on the opposite sides, register will become a problem. In other words, if alternate colors are placed on these plates, each having a thick and a thin side, the image on the thick side of the first plate would have to be placed on the thick side of the second plate also. Otherwise, the image on the thick side of the plate will print shorter than the image on the thin side of the plate.

Underlaying and packing the blanket properly also depends on knowing the exact variations in plate

(Some subscribers have been sending questions to Mr. Makarius regarding press operation and shop methods. He has agreed to reply to these questions, and selections from them will be published from time to time. Address questions to Theodore Makarius, c/o Modern Lithography, 175 Fifth Ave., New York 10, N. Y. Editor.)

thickness. If the diameters of the cylinders are to be kept at the proper dimension, the packing used to compensate for unevenness in one plate should be removed if the plate to follow it is of a different thickness. Using full packing to compensate for partial unevenness may be dangerous if each plate is not checked for thickness before mounting. It may sometimes happen that consecutive plates may be thin on opposite sides, and adding packing over the entire plate surface to compensate for the weakness in pressure in both cases may cause overpacking of some portion of the cylinder. For practical reasons the deficiency in plate thickness must be compensated for in underlaying the blanket. Therefore, it is important to remove the extra packing as soon as the run is completed.

For good register work it is important that the blanket be cut perfectly square before fastening it to the blanket bars. The bars also should be parallel to each other when fast-

ened to the blanket. The blanket, when tightened to the cylinder, should have the same tension from one side to the other. It should not be tightened to excess, for it may show weak or uneven spots due to being stretched too much.

Next in importance is the proper pressure between plate and blanket cylinders; excess pressure between these two cylinders may cause endless misregister.

Another point to remember in registering multicolor work is that if the blanket is removed for any reason, such as to patch or change underlay, it should be replaced in exactly the same position as it was before. Merely lifting the blanket can be dangerous where close register is involved unless extreme caution is exercised. When a blanket is first mounted on the press, all the stretch cannot be taken up immediately and it is therefore necessary to stretch it again after several hundred revolutions with pressure applied. The same procedure should be followed when lifting the blanket for any reason.

For good register work the clearance in the guides should be checked at the start of each job. The thickness of the paper will determine the proper procedure to follow. If, for instance, a fifty or sixty pound sheet were to be used, the clearance in the guides could be set for double thickness. If on the other hand, the sheet was a heavy stock, the addition

of three or four thousandths of an inch clearance would be proper.

For good register, paper should lay flat in the stack. Should the sheets tend to curl or wave at the ends it will be difficult to register the job. However, with good judgment, registering problems can be reduced to a minimum. Since it is a fact that while a sheet is running, changes in the moisture content can cause trouble, the possibility of such changes should be given full consideration. Let us assume a job is to be printed in four colors and the run is large enough to take a day on the press for each color. Since this job would be in work for four days, it would be poor judgment to start it near the end of the week, especially if the paper is in poor condition. Just running the paper through the press and letting it lay over the weekend before completing the job would change its shape and cause misregister. Were the run small enough to permit all four colors to be printed in two consecutive days, and the sheets were covered between printings, there would be no problem.

Paper that curls or waves on the ends in the stack has excess moisture in the ends of the sheet. As it passes through the press some of this moisture is evaporated and at the same time the inner part of the sheet, which had a lower moisture content than the ends, may take on moisture, depending on moisture content of the room and its relation to the paper.

It is a very good policy to check the work size across the sheet when starting a job to determine whether the paper is critical or not. In other words, if the print size across the sheet measures the same as the work size on the plate, the paper is not distorted in passing through the press. However, if the paper has taken on excess moisture on the ends of the sheet it will "bustle" in passing through the press and cause the print to be wide when measured. The Lithographic Technical Foundation has a register rule on the market for this precise measuring purpose. With the use of this rule many register difficulties may be foreseen.★★

U. S. Public Printer Outlines 100 Years of Printing Progress; Predicts Offset Changes

OFFSET lithography, which has developed into a position of tremendous prominence in the past two or three decades, is about to undergo far-reaching changes, John J. Deviny, public printer of the U. S., declared in a Chicago address last month. Mr. Deviny spoke at a symposium on "Communications," held during the Centennial of Engineering, which brought to Chicago 30,000 representatives of 64 professional engineering societies for observance of the 100th anniversary of the founding of the first civilian society of engineers in the U. S. "A Hundred Years of Printing Progress" was the title of his talk.

Contributing most to the advance of offset lithography, Mr. Deviny said, was the use of metal plates in place of Senefelder's original stones, together with the more recently engineered cameras of great precision and capacity.

"Lithographing presses run faster than the flat beds," he continued; "and the process can employ as copy whatever the camera can reproduce and it has brought about a near revolution in composing methods. There are literally scores of devices

for setting type or producing copy for printing by lithography. None of (the typewriter-like-machines) has satisfactorily solved the problem of right-hand justification by a single keyboarding of text. But eventual overcoming of this handicap is as certain as anything can be."

"Tremendous strides have already been taken and these substitutes for hot metal composition have won a distinct place in the industry. Indeed, their advantages are so great that a very large number of publications are being produced in this fashion. . . . They can be used with the direct image offset plate and in combination with reproduction proofs from hot-metal composition. There is no limit to their usefulness. They are going to offer increasing real competition to hot metal composition. Another short cut is provided by the Fotosetter and similar devices, which produce a film by photographing each letter image separately as the keyboard is manipulated."

Printing engineers, Mr. Deviny said, have discovered many ways for reducing the industry's dependency on craft skills, citing as instances the use of direct image plates and also the



Mr. Deviny cites great progress made over the years and outlines some needs in equipment and supplies which will provide further advances

use of transparent proofs, developed in the Government Printing Office, in place of film.

"Increased cost of type setting and lithography's need for a more direct method of producing photographic copy," he asserted, "are going to bring about greater elimination of metal type one of these days. We are working with tons of heavy metal in the form of type nearly an inch high when we are actually concerned only with the undimensionally thin surface or face. Even in letterpress printing we actually need only the face of the type.

"I feel sure that lithography is about to undergo far-reaching changes. As I have said, its presses are much faster than the flat bed cylinder. But, at the end of the day, when the production count is made, we find it has not maintained its full advantage. There are too many stops for adjustment of water and acid. The result is that this is going to mean a turn to the so-called dry-offset process when plate etching methods are perfected."

Equipment engineered for platemaking operations appears less spectacular than developments in press and composing room machinery, but there has been advancement nonetheless, he said, mentioning among examples "the development of new metals and combinations of metals which have added to the life and efficiency of the several printing reproducible."

One great need of the industry, Mr. Deviny declared, is an ink which will set instantaneously when it hits the paper. This need is obvious, he

pointed out, in considering that chemical engineers have not solved the drying of ink rapidly enough without huge drums, sprays, gas flames, heating rollers and vaporizers.

Progress has been made in binding equipment, but he said there is need for stronger, more flexible adhesives which will do away with laborious and expensive sewing of books. Papermaking has kept pace with the demand for high speed production but costs for such improved qualities as finish, uniform texture and thickness, tensile and bursting strength, pick-resistance, opacity, cleanliness, brightness and other characteristics are becoming prohibitive and "a barrier to the production for which a paper-hungry world is crying."

Engineers, Mr. Deviny continued, have built binding facilities into printing presses and incorporated slitting, perforating, stitching and pasting into folding machines. They are bringing electronics into the complex work of color separation and platemaking. They have developed a mechanical engraver already widely used for production of quickly made engravings of certain kinds, and they have recently designed a press that utilizes both gravure and letterpress, thereby "wedding" two processes in order to do the job more simply and effectively and to by-pass troublesome problems that may exist in a single process.

Reviewing the improvement of printing presses, Mr. Deviny said there are in the Government Printing Office today three new presses, which cost about a million dollars.

These outproduce the presses of 26 years ago by "nearly 100 percent" and when completely tuned up, one of the biggest problems will be getting the work away from the delivery end. These three presses, perform a simple one-color operation but they weigh 87 tons.

"There must be an easier way to do it," he exclaimed. "What is their fundamental job? Why, to cover part of a 35 x 46 inch area with a thimbleful of ink, a film so thin that it is unmeasurable. These presses, employing the identical principle of 500 years ago, now dwarf the most gigantic earth-moving equipment. A locomotive that can draw a mile-long freight train is physically small beside our great newspaper presses.

"... The time must come and I think it will, when engineers can find a lighter, smaller, more flexible machine to produce our work. Probably it might come through a change of our methods. Perhaps it can be adapted to several methods of printing, which would be desirable. Printing engineers are aware of this problem of size and weight and at least one engineering firm has developed an onset method by which ink is transferred to paper by electronic impulses.

"America leads in so many respects," he said, in concluding his paper, "because nowhere else have engineers given the printing industry the means of producing so efficiently and in such quantities the printing that is the cornerstone of prosperity and of power."★★

TECHNICAL SECTION

New Treatment for Chronic Dermatitis

From "Research Progress" No. 26, published by the Lithographic Technical Foundation

THE problem of chronic dermatitis has plagued lithography ever since lithographers have used chromic acid and bichromates. And, for more than 20 years, the Lithographic Technical Foundation has tried to do what it could to help solve this problem.

LTF's efforts have been in two directions: (1) the development of substitutes for chromic acid and bichromates in lithographic solutions and (2) immunization to prevent chromic poisoning, or to find a cure for it.

LTF's past work has been published in a number of articles and bulletins from 1930 to 1946. These pointed out that some "chromic" poisoning may actually be an allergy or sensitivity to other things like turpentine, benzene, and other solvents. Because of this, LTF developed "Lithotine," a non-toxic solvent for lithographers.

LTF also gave a \$1000 grant to the Kettering Laboratory in Cincinnati for research on immunization in 1946. This work led to the publication of LTF's publication No. 306, "The Prevention of Occupational Dermatitis in Lithography." Further work to find a cure was prevented because not enough money was available to hospitalize one or more men

with chronic dermatitis acquired on the job.

LTF's development of cellulose gum etches that do not contain bichromate was an important forward step. Many plants have told us that their dermatitis problems have disappeared since they have been using cellulose gum solutions.

Recent Activity

Frank A. Myers, former chairman of the LTF research committee, noticed some articles about a compound called British Anti-Lewisite or "BAL" for short. Ex-GI's will recall that Lewisite is a vesicant war gas that causes severe skin burns and blisters that don't heal easily.

BAL was said to have given good results in treating heavy metal poisoning.

After reviewing the published literature, Dr. Harold N. Cole, director of the Department of Dermatology, University Hospitals, Cleveland, agreed that BAL might work for chromic poisoning. So, in November, 1950, LTF jointly with the Amalgamated Lithographers of America made a \$500 grant to the hospital. This grant was used in 1951 to finance a research project using BAL on rabbits. The research was conducted by Dr. Harold N. Cole, Jr. (son of

the above Dr. Cole). In addition, Dr. Cole agreed to treat as many patients as would stay at a hospital for two weeks.

Getting Patients

It soon became apparent that the biggest problem was to get patients to go to the hospital. An LTF subcommittee first canvassed the lithographic industry and then other industries using chromic solutions in and around Cleveland. They found a total of 15 cases in Cleveland. Three took hospital treatment and four took office call treatment.

Preliminary Results

The first two hospital patients were lithographic pressmen who had had severe chromic poisoning for years. At the end of the first week, they were much improved. At the end of two weeks, their hands seemed completely healed. Dr. Cole, Jr. described the improvement as "dramatic."

The big question remained — does BAL immunize?

The first pressman who had been treated went back to work. After a week at work, nothing happened. He thought he was immune. So he took no further precautions to avoid bichromate fountain solution. Figuratively, he "swam around" in it. And,

in four weeks, his chronic rash broke out again. About the same thing happened to the second pressman when he went back to work. Then the researchers, knew that while BAL might cure, it would not immunize.

By continuing the use of BAL ointment on office visits with Dr. Cole, both of these patients remain about 75 percent improved. And they are still working. The same is true of the other four patients treated. They are about 75 percent improved.

Published Findings

Dr. Harold N. Cole, Jr. presented a paper on this work last December to the Academy of Dermatology and Syphilology in Chicago. A summary of his conclusions is as follows:

1. BAL ointment gave 75 percent improvement in three severe cases of chronic poisoning where the lithographers continued working.

2. BAL is not a cure if the patient continues to contact chromates. In two of the mild cases, men who changed their work were cured after using BAL ointment daily for four months. One mild case having occasional contact with chromates was 75 percent cured after two months' treatment.

What You Can Do Now

If you have chronic poisoning and would like to try the BAL treatment, tell your doctor to write to Dr. Harold N. Cole, Jr., Cole and Driver, Hanna Building, Cleveland, Ohio. Dr. Cole will give any physician instructions for the BAL ointment treatment.

Not enough patients have been treated to know if BAL might be harmful to some people. To guard against this possible danger, Dr. Cole will work only with another physician.

Future LTF Chronic Research

All the dermatologists will tell you that, if you can avoid contact with chromates, then you will avoid chronic poisoning. So, LTF will continue to develop and encourage the use of lithographic solutions that are free from chromates. And, LTF also

plans to keep on looking for a cure and an immunization treatment.

Here are some possibilities for further research that have been suggested:

1. The photo-engravers suggest the use of a 5 percent aqueous solution of sodium pentathionate. This was published in the May, 1951, issue of *Lithographers Journal*.

2. Harris-Seybold has consented to test skin scrapings and urine solids in their spectroscopy. It would be helpful to know whether the chromium ions are excreted from the body before, during, and/or after BAL treatments.

3. Dr. Anthony George has suggested that a "tanning" action takes place when the skin contacts chromates. Perhaps we can reverse the pro-

cess by "detanning" the skin, as the leather industry "de-tans" leather.

4. At the LTF Research Committee Meeting, Dr. J. F. Dowdall told of a zirconium carbonate ointment that has been found to be very effective in curing and preventing poison ivy. It is also said to be a potential antidote for poisoning from radioactive plutonium. Research to check its effect on chronic poisoning was suggested.

Conclusion

If the lithographic industry can furnish LTF with the funds and eight to ten cases of chronic poisoning who are willing to be hospitalized then they can resume research at Kettering Laboratory. Immunization and a cure for chronic poisoning are still possible.★★

TECHNICAL BRIEFS

Abstracts of Current Literature in the Graphic Arts

These abstracts of important current articles, patents, and books are compiled as a service of the Lithographic Technical Foundation, Inc. They represent statements made by the authors and do not express the opinions of the abstractors or of the LTF.

Since some of the abstracts are from abstract journals, LTF cannot furnish photostats of all of the original articles. If the title is marked with an asterisk, LTF has no further information than that contained in the abstract itself. Inquiries about these items should be sent direct to the source that is named. If you want copies of U. S. Patents, write direct to the Commissioner of Patents, Washington 25, D. C. Send twenty-five cents for each patent desired. Make checks or money orders payable to "Treasurer of the U. S."

If the title of the abstract is *not* marked with an asterisk, LTF can supply photostats of the original article. The charge is sixty cents per page plus six cents postage. Orders from companies or individuals who are not members of LTF cannot be filled until payment is received. Orders with payment enclosed receive immediate attention.

Foreign patents may be obtained as photostats from the Library of Congress, Washington, D. C.

LTF also has mimeographed lists of (1) "Periodicals Abstracted by the Research Department" and (2) "Books of Interest to Lithographers". These are available for ten cents each in coin or U. S. stamps. Lithographic Technical Foundation, 1800 S. Prairie Ave., Chicago 16, Ill.

Photography, Tone and Color Correction

*Photoprinting Device. U. S. Patent 2,600,168, Battle H. Klyce. *Official Gazette* 659, No. 2, June 10, 1952, Page 531. 1. In a projection system, the combination of a member carrying a plurality of rows and columns of characters thereon backed by specular reflecting means, a source of light, means forming an optical path between said light source and said character bearing member for directing light in one direction from said source to a selected character and for transmitting an image of said character in the opposite direction

thereover, said path forming means including a pair of reflector members, and means for adjusting the positions of said reflector members with respect to said character bearing member to direct light from said source to a character to be projected.

*Photographic Color Correction Process. U. S. Patent 2,600,756, Donald C. Gresham. *Official Gazette* 659, No. 3, June 17, 1952, Page 776. 1. The method of making a color corrected three color photographic print by means of three dyed color separation reliefs whose dye

images are superimposed to give the desired print at least one of which dye images has both wanted and unwanted spectral absorption wherein correction for unwanted absorption of a color by dye having wanted and unwanted absorption in one of the color separation reliefs is obtained by removing dye from the dyed relief which records the color which is unwantedly absorbed by bringing it into contact and in register with an undyed relief image of the areas of the said unwanted absorption, and then combining the corrected relief thus obtained, with the remainder of said three-color separation reliefs to produce a color picture.

***Color Correction In A Photoelectric Scanning Machine.** U.S. Patent 2,507,240. B. L. Sites. *Monthly Abstract Bulletin* 38, No. 4, April 1952, Page 206. Photoelectric scanning machine, color correction is effected by splitting the light from the original into a number of wavelength bands by means of a prism or filters, picking these up with photocells, reversing the polarity of some of the resulting signals, multiplying the signals by various factors, adding them together, and exposing a negative with light controlled by the sum of the modified signals. This is the electronic equivalent of subtracting exposures made through different filters, which cannot be conveniently done photographically. Charts and methods of calculating are included to show that the desired color separation may be obtained by adjustment of the various multiplying factors.

***Step and Repeat Film Holder.** U.S. Patent 2,501,804. Edward Nineberg. *Official Gazette* 660, No. 1, July 1, 1952, Page 99. A step and repeat camera mechanism including a film holder carriage, means for movably mounting the carriage, a gauge block, means for releasably securing the gauge block to the carriage at successive positions thereon, a fixed stop block supported to limit the movement of the gauge block in one direction, an adjustable stop block adjustably positioned to limit the movement of the gauge block in the opposite direction and microgauge means for setting the adjustable stop block, including a reference block, pin means for positioning the reference block for movements of integral units, microgauge means for indicating the spacing between the reference block and the adjustable stop block, and screw means for moving the adjustable stop block.

*Planographic Printing Process

***Process For Rendering Proteinaceous Textile Materials Water Repellent.** U.S. Patent 2,509,500. Arnold M. Sookne and Alfred E. Brown. *Official Gazette* 659, No. 2, June 10, 1952, Page 377. 1. Process for rendering proteinaceous textile materials water repellent which comprises applying to the proteinaceous textile material an aqueous solution of a water-soluble fatty acid soap in a concentration of about 0.25% and thereafter applying to the material an aqueous solution of a water-soluble aluminum salt in a concentration of about 0.1%.

***The Use Of Radioactive Tracers In The Study Of The Mechanism Of Action Of Corrosion Inhibitors.** D. M. Brashar and E. R. Stove. *Chemistry and Industry*, 1952, Pages 171-2. This preliminary note reports studies which show

that radioactive Cr and the benzoate radical remain on mild steel after washing. The influence of time of immersion of the steel in the soln. of radioactive K_2CrO_4 and also of the concn. of the soln. on the amt. of Cr on the steel were studied. In both cases the graph has the form of a typical adsorption isotherm. Further work is in progress. *Chemical Abstracts* 46, No. 11, June 10, 1952, Columns 4938-4. *Chemistry and Industry* is published by Society of Chemical Industry, 56 Victoria Street, London, S.W. 1, England.

***Electroplating Aluminum And Its Alloys.** Austrian Patent 168,102. Hubert Vlk. *Chemical Abstracts* 46, No. 14, July 25, 1952, Column 6529. The articles to be plated are first cleaned mechanically and then pretreated for 5-10 min. at a c.d. of 10 amp. per sq. dm. and a voltage of 4-6 v. as cathodes in a bath that contains KOH 22, Na_2CO_3 20, $K_2Cu(CN)_5$ 5, KCN 5 g., and H_2O 1 l. Thereafter they are electro-plated and polished in the usual way. Photoprints of Austrian patents may be obtained from the U.S. Patent Office, Washington 25, D.C.

***Advances In Electrodeposition In The Graphic Arts.** Edward I. Peters. *Proc. Am. Electroplaters' Soc.* 37, 69-84 (1950). The preparation of letterpress, lithography, and intaglio printing plates is described. Cu, Ni, Cr, Sn, and Fe baths currently in use in the industry are given. The Proceedings are published by American Electroplaters' Society, 445 Broad Street, Newark 2, New Jersey.

Paper and Ink

***Light Fastness Of Inks.** *American Ink Maker* 30, No. 7, July, 1952, Page 40. Difficulties confronting ink makers are described. Yellowing of the paper may make a blue ink appear green. Many inks (e.g., milori blue) on being exposed to sunlight exhibit a bronze effect, which soon disappears. When the degree of light fastness is judged, the criterion should not be the point at which a change of color begins, but the point at which the ink ceases to fulfill its function. Chrome yellows tend to darken when exposed to light. A mixture of inks all of first-class light-fastness may not itself be equally light-fast. Because of their small dyestuff content, such colors as pink, pale blue, pale green, and beige are particularly troublesome. Most difficult of all is red, because its fading is most noticeable. "The Non-Light-Fastness of Printing Inks." *Druckspiegel* 7, No. 2, Pages 65-8, 1952. Abstract No. 671 from *Printing Abstracts*. *Druckspiegel* is printed in Stuttgart, Germany.

The Band Viscometer. Harry H. Hull. *Journal of Colloid Science* 7, No. 3, June, 1952, Pages 316-22 (7 pages). The construction of a band viscometer is described. It consists of hardened stainless steel shear blocks thermally insulated from the mounting structure, a constant temperature water bath to control shear block temperature within $\pm 0.05^\circ C$, a timing unit, and a cellulose acetate tape. The advantages of this instrument are that the sample is subjected to a uniform shearing force throughout, the heat formed is dissipated efficiently, it operates at shear rates up to 10,000 reciprocal seconds, and it is easy to operate.

Water-Resistant Starch Coatings. W. C. Black. *TAPPI* 35, No. 7, July, 1952, Pages 44A, 46A, 48A, 50A & 52A (5 pages). Methods of reducing the water sensitivity of starch films and coatings are discussed. They are: 1. the addition of water resistant materials (rubber lattices, polyvinyl alcohol wax emulsions, rosin, etc.) 2. addition of materials which change redispersing properties (chromium and antimony compounds, aldehydes and aldehyde resins). Factors affecting the second group (starch-resin coatings) are cooking procedures, drying time, concentration, pH, water-holding ability of starch, resin, and starch.

The Ink Transfer To Newsprint In Printing Under Different Conditions. L. Pihl and L. Olsson. *Grafiska Forskningslaboratoriet* 28, February, 1952, Pages 44-57; *Svensk Papperstidn.* 55, No. 12, June 30, 1952, Pages 421-5 (First reference in Swedish, English summary. Second reference in English, Swedish summary.) The authors studied the influence of the printing pressure, the printing speed, and the ink viscosity with various amounts of ink present in the form on the ink transfer to newsprint (1). Increasing viscosity and speed were found to decrease (1), whereas higher printing pressures increase it. The experiments were carried out and interpreted by means of statistical methods (analysis of variance). 8 tables, 4 figures, and 3 references. *Bulletin of the Institute of Paper Chemistry* 22, No. 11, July, 1952, Pages 847-8. Photostats can be obtained of this article from the first-named reference in Swedish only.

***Printing Ink Vehicles Under The Microscope.** Chr. Hostmann. *Allgemeine Papier Rundschau* 1952, Pages 154-5. When a drop of an ink vehicle is placed between two glass plates, which are then rapidly separated, a characteristic (dendritic) structure (1) results, depending on the viscosity of the oil. Photomicrographs are given. 1 indicates the "pull" exerted on a paper surface and with experience furnishes a means for predicting the tackiness of the ink. E.G., a "strong" linseed oil varnish which produces a uniform pattern in 1 would probably tear nearly any paper owing to its extreme tackiness. *Chemical Abstracts* 46, No. 14, July 25, 1952, Column 6847. *Allgemeine Papier-Rundschau* is published at Fürstbergstrasse 175, Frankfurt a.M. 4, Germany.

***The Influence Of The Adhesion Of Printing Inks On Their Properties.** N. G. Goloshevich. *Poligraf. Proizvodstvo* 1948, No. 3, Pages 315-16; *Chem. Zentr.* 1949, Pages 315-16. The behavior of printing inks during the printing process is detd. entirely by their adhesive properties which are detd. in turn by the degree of polymerization of the varnish and the degree of moistness of the pigments. A very simple lab. app. for the detn. of adhesive strength is described. *Chemical Abstracts* 46, No. 14, July 25, 1952, Column 6847. Photocopies of this article may possibly be obtained from the U.S. Department of Agriculture Library, Washington 25, D.C.

Instrumentation Studies. LXXI. Methods Of Measuring The Moisture Content Of Paper. A Study Of The Effect Of Moisture Content On The Electrical Resistance Of Paper And

(Continued on Page 94)



Rollers from 90" in length down to smaller sizes are stored efficiently in this newly designed rack in the new plant of Progress Lithographing Co., Cincinnati.

An Effective Roller Storage Method

AN effective type of rack for storing spare ink rollers has been developed by The Progress Lithographing Company, Cincinnati. This installation has just been made in the company's newly completed plant in Amberley Village, Cincinnati. Because the entire plant is air-conditioned, storage space is at a premium, and a means was sought for storage of rollers to conserve space and yet so that they would be readily accessi-

ble and the condition of each roller capable of immediate determination.

Since the Progress plant operates several sizes of press equipment, the length of the rollers varies and this problem was the first that had to be solved in the design of the rack shown. The large rollers at the right are for use on the company's 76" equipment, of which 10 units are operated. The maximum length of these rollers is 90". Other rollers

shown, for other size presses, are proportionately smaller.

The basic construction of the rack consists of structural steel I-beams, to which are bolted specially designed malleable iron castings. The lower ends of the rollers are firmly anchored in the casting, the top ends of the rollers being held in a similar casting, but of an open V type. The rollers are positioned at an approximate 15 degree angle to eliminate any danger of toppling.★★

FOR PHOTOGRAPHIC PURPOSES ONLY

Kodalith FINE LINE DEVELOPER

2-GALLON SIZE
(7.6 LITERS)

MADE IN ROCHESTER, N. Y., U. S. A. BY
EASTMAN KODAK COMPANY
TRADE MARK REG. U. S. PAT. OFF.

This job called for KODALITH FINE LINE DEVELOPER

Your fine line jobs will turn out better when you use Kodalith film developed in Kodalith Fine Line Developer. Whether you're reproducing steel engravings, dry-point etchings, maps, contour tracings, conversions from halftone proofs, or other similar copy, you'll find that Kodalith Fine Line Developer holds extreme detail in needle-point sharpness—with great contrast between clear and opaque areas.

Your Kodak Graphic Arts dealer will be glad to show you how easy it is to use Kodalith Fine Line Developer . . . and how well it can work for you.

GRAPHIC ARTS DIVISION

EASTMAN KODAK COMPANY • Rochester 4, N. Y.

Kodak



When you plan printing for any purpose, remember this trade-mark. It's ace-high in paper! It represents the diversified and standard Mead brands of printing papers for every business and advertising use.

Your printer or lithographer, serviced by America's leading paper merchants, knows Mead Papers. They work beautifully for him, and he works them beautifully for you. Rely on him to recommend

precisely the brands you need, whatever your purpose, your printing process, or your purse.

Mead Papers include D&C coated papers and Wheelwright bristols and covers. Used and specified in ever-mounting volume wherever printing is bought, used and produced, Mead Papers mean business. Use them and specify them for every job, every time. The sky's the limit for their versatility and dependability.

THE MEAD CORPORATION "PAPER MAKERS TO AMERICA"

Sales Offices: The Mead Sales Co., 118 W. First St., Dayton 2 • New York • Chicago • Boston • Philadelphia • Atlanta
ESTABLISHED 1846

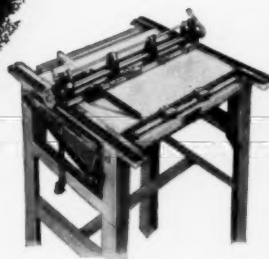
T.M. Reg. U.S. Pat. Off.



MEAD PROCESS PLATE and MEAD ESCANABA ENAMEL are the low-cost coated papers for inexpensive letterpress printing in one or many colors. Their smooth, glossy surfaces are ideal for high-speed, quality performance with halftones as fine as 120-screen. Use them and specify them for all big or little jobs that must be produced "at a price." Sample books on request.

Here's another of the MEAD Trade-Mark advertisements that are appearing in full color before the 1,800,000 businessmen readers of *Time* and *Business Week*

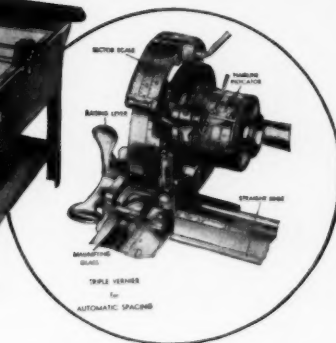
Check These Latest CRAFTSMAN LAYOUT TABLES ... New Accuracy Features!



New Craftsman Utility Table, compact, excellent for all around use, size 22½" x 28½"



Craftsman Photo-Lith Layout Table, in 5 sizes to 62"x84". Ideal for registering, negative and plate ruling, masking, stripping, etc. Triple Verniers with Automatic Spacer (illustrated) are available on Photo-Lith Tables for ruling lines spaced in 100ths, 72nds, and 64ths.



IT will pay you to check these two latest model layout tables . . . the Craftsman Utility Table and the Craftsman Photo-Lith Table.

The Craftsman Utility Table is the new *low priced* layout table which has captured such favor with printing plants large and small. You work from either side of this compact table, which is fitted with patented new style compression straightedge. Size 22½" x 28½", the Utility is ideal for all around use, or as an extra table.

The Craftsman Photo-Lith Table gives larger working surface plus real "jeweler's accuracy" in line-up, registering, negative and plate ruling, masking, stripping, etc. The Photo-Lith has calibrated friction-set removable dials as fine as 100ths; and optional Triple Verniers and Automatic Spacer for exact cross ruling and for all multiple rule forms. There are 5 efficient table sizes from which to choose, with working surface 28" x 39", 39" x 51", 46" x 66", 51" x 76", or 62" x 84".

CRAFTSMAN LINE-UP TABLE CORP.
WALTHAM, MASSACHUSETTS

Yes, it will pay you to investigate these two great Craftsman Tables . . . the Utility and the Photo-Lith. Write for big free catalog that holds the answer to your accuracy requirements. Simply fill in the coupon and mail, today!

See Craftsman Layout Tables at Booth 32, N.A.P.L. Convention, Hotel New Yorker, New York City, Nov. 5, 6, 7, 8



Craftsman Line-Up Table Corp.
55 River Street, Waltham 54, Mass.

Without obligation, please send me:

- ☐ Folder on new Utility Table
- ☐ Complete Craftsman Catalog

Name.....

Company.....

Address.....


They're paired for Peak Performance!



Ansco REPROLITH ORTHO Type B Film

The modern ortho film that gives you all these advantages:

- High Speed**, that means the convenience and time-savings of short camera exposures.
- Full Orthochromatic Sensitivity** that lets you use appropriate filters to improve reproduction and reduce handwork on negatives.
- Maximum Latitude** that gives you a wide range of permissible exposure-development variation.
- Steep Gradation** that produces negatives of excellent contrast.
- Fine Dot-Etching Qualities** that produce dot-edges needle sharp in shadow areas.



Ansco REPRODOL Developer

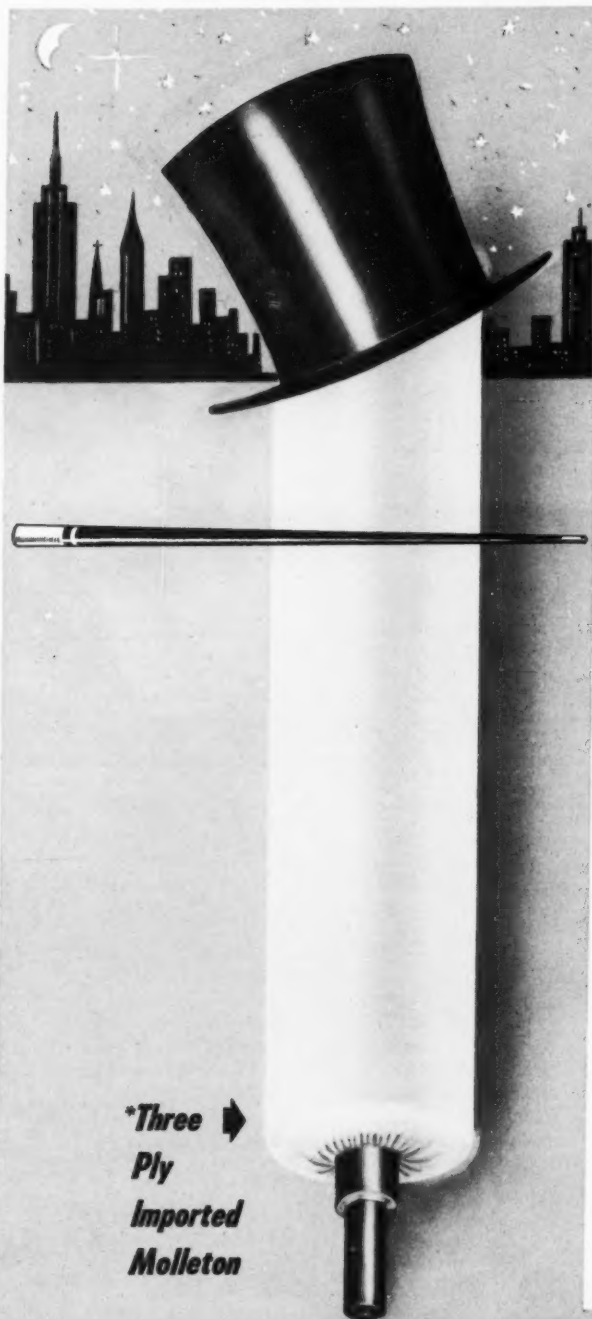
The improved graphic formula that develops Reprolith Film to the maximum density and high contrast required for fine photomechanical work!

Ansco Reprodol is unconditionally recommended for line and halftone negatives, and contact positives for dot etching. Also ideal for fine line negatives when developed without agitation.

Normal developing time for fresh Reprodol is 2 to 3 minutes. Reprodol is laboratory-packaged in 2 and 10 gallon sizes, for your protection and convenience.

IN THE GRAPHIC FIELD IT'S ANSCO!

ANSCO, Binghamton, New York. A Division of General Aniline & Film Corporation. "From Research to Reality."



***Three** ➔
Ply
Imported
Molleton

*What the
"best-dressed"
Dampening
Rollers
wear today!*

THE EXCLUSIVE NEW

TRI-MOL^{*}

**DAMPENING
COVER**



It's that EXTRA ply...

for cleaner solids . . . sharper half-tones in color or black and white. The tendency to lint is greatly reduced because of the long smooth cotton fibres and 3 ply construction.



It's that EXTRA ply...

for more uniform water distribution. The "hidden reservoir" of water in the extra ply is the secret. The 3 ply construction eliminates the stretch found in some molleton covers.



It's that EXTRA ply...

that maintains its soft velvet-like finish for a greater length of time. Less roller drying means quicker water pick-up on press makeready. For greater efficiency and economy it's "TRI-MOL."

**Available in Sleeves,
Rolls and by the Yard for
All Size Offset Presses**

**ROLLER COVERING SERVICE
FOR ALL PRESSES**

(Dealer Inquiries Invited)

ROLL-O-GRAPHIC CORP.

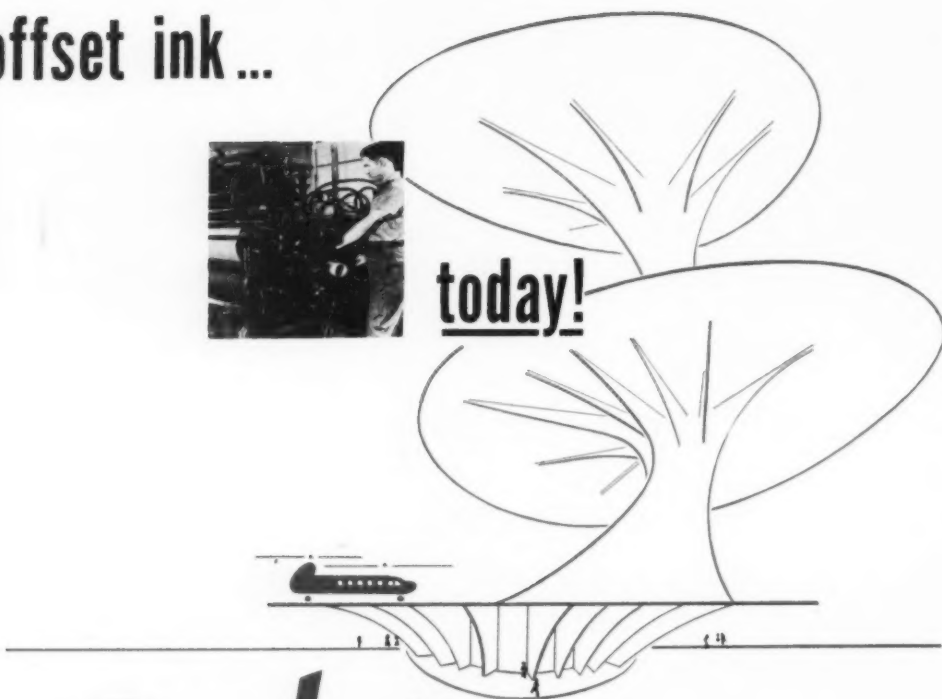
**460-B BROOME STREET
NEW YORK 13, N. Y.**
Walker 5-9028

COMPLETE LINE OF LITHOGRAPHIC AND DUPLICATING SUPPLIES

tomorrow's
offset ink ...



today!



Zephyr

ZEPHYR OFFSET INK was introduced to the Lithographic Industry over four years ago with the claim that it was the ink of tomorrow. Time has proven that this claim was well founded for today finds

ZEPHYR OFFSET INKS in use everywhere. Just like any outstanding product, ZEPHYR has prompted many imitations, but none that affords all of its unique features. Therefore, do not wait for these imitations to be perfected when you can enjoy the benefits of tomorrow's OFFSET INK today—ZEPHYR.

Sinclair and Valentine Co.

Main Office and Factory: 611 West 129th Street, New York 27, N.Y.

ALBANY
BALTIMORE
BIRMINGHAM
BOSTON

CHARLOTTE
CHICAGO
CLEVELAND
DALLAS

DAYTON
DENVER
DETROIT
HOUSTON

KALAMAZOO
KANSAS CITY
LOS ANGELES
MONROE, LA

NASHVILLE
NEW HAVEN
NEW ORLEANS
PHILADELPHIA

PENSACOLA
PITTSBURGH
PORTLAND, ORE.
RIDGEFIELD PARK, N.J.

RITTMAN, O.
SAN FRANCISCO
SAVANNAH
SEATTLE

S E R V I C E F R O M C O A S T T O C O A S T



For the finest reproduction...

Kromekote®
BRAND
CAST COATED PAPER



THE CHAMPION PAPER AND FIBRE COMPANY
HAMILTON, OHIO

Number Four in a series of textural studies designed to show the quality of reproduction possible with fine materials

THE **Kromekote® Line**
OF CAST COATED PAPER

is stocked by these leading paper merchants

The Millcraft Paper Co.
Edison Valley Paper Co.
Paper Co.

MINNEAPOLIS, MINN.
MISSOULA, MONTANA
MOBILE, ALABAMA
MONTGOMERY, ALA.
TENN.

C. J. Duffey Paper Co.
Inter-City
Carpenter
The Parlin
W. H.
The Rowland Paper
Centre
The D and W Paper

BILLINGS, MONTANA
BINGHAMTON, N. Y.
BIRMINGHAM, ALA.
BOSTON, MASS.

BUFFALO, N. Y.
CHARLOTTE, N. C.
CHICAGO, ILL.

CINCINNATI, O.

CLEVELAND, O.
COLUMBIA, S. C.
COLUMBUS, O.
CONCORD, N. H.
DALLAS, TEXAS
DAYTON, O.
DECATUR, ILL.
DENVER, COLO.
DES MOINES, IOWA

DETROIT, MICH.
EL PASO, TEXAS.
FORT WAYNE, IND.
GRAND ISLAND, NEBR.
GRAND RAPIDS, MICH.
GREAT FALLS, MONTA.
HARLINGEN, TEXAS.
HARTFORD, CONN.
HOUSTON, TEXAS
HOUSTON, TEXAS
INDIANAPOLIS, IND.
INDIANAPOLIS, IND.
JACKSON, MISS.
JACKSONVILLE, FLA.
JAMES TOWN, N. Y.
KANSAS CITY, MO.
KNOXVILLE, TENN.
LANCASTER, PENN.
LINCOLN, NEBR.
LITTLE ROCK, ARK.
LOS ANGELES, CALIF.
LOUISVILLE, KY.
LOUISVILLE, KY.
LUBBOCK, TEXAS
MACON, GA.
MEMPHIS, TENN.
MERIDIAN, MISS.
MIAMI, FLA.
MILWAUKEE, WIS.

The Millcraft Paper Co.
Hudson Valley Paper Co.
Carpenter Paper Co.
Hensley Paper Co.
The Whitaker Paper Co.
Carpenter Paper Co.
Garrett-Buchanan Co.
The Whitaker Paper Co.
Carpenter Paper Co.
Stephens & Co., Inc.
The Whitaker Paper Co.
John Carter & Co., Inc.
The K. E. Towler Co.
Hubbs and Howe Co.
The Charlotte Paper Co.

Bradner Smith & Co.
Dwight Brothers Paper Co.
Parke, Schmidt & Tucker Paper Co.
Charles W. Williams & Co.*
The Cincinnati Cordage & Paper Co.
The Queen City Paper Co.
The Standard Paper Co.
The Whitaker Paper Co.
The Milcraft Paper Co.
The General Paper Co.

Queen Co.
Standard Paper Co.
Whitaker Paper Co.
The Milliken Paper Co.
The Fitzgerald Paper Co.
Epes-Zellerbach Paper Co.
Sterling Paper Co.
John Carter & Co., Inc.
Carpenster Paper Co.
Carpenster Paper Co.
The Cincinnati Cordage & Paper Co.
Decorative Paper House, Inc.
Carpenster Paper Co.
Carpenster Paper Co.
Pratt Paper Co.
The Whitaker Paper Co.
Carpenster Paper Co.
The Milliken Paper Co.
Carpenster Paper Co.

The Milwaukee
Carpenter Paper Co.
Central Michigan Paper Co.
Carpenter Paper Co.
John Carter & Co., Inc.
Carpenter Paper & Paper Co.
The Cincinnati Cordage & Paper Co., Inc.
Indiana Paper Co., Inc.
The Jacksonville Paper Co.
The Millbrook Paper Co.
Carpenter Paper Co.
The Cincinnati Cordage & Paper Co.
Garrett-Buchanan Co.
Carpenter Paper Co.
Roach Paper
Carpenter Paper
The Rowland Paper Co.
Carpenter Paper
The Macon Paper
Taylor Paper
Newell Paper
The Everglades Pa
Twight Brothers Pa

MINNEAPOLIS, MINN

MISSOULA, MONTANA
MOBILE, ALABAMA
MONTGOMERY, ALA.
NASHVILLE, TENN.
NEWARK, N. J.
NEW ORLEANS, LA.
NEW YORK, N. Y. ...

[illegible]

NORFOLK, VA.
OGDEN, UTAH
OKLAHOMA CITY, OKLA
OMAHA, NEBR.
ORLANDO, FLA.
PEORIA, ILL.
PHILADELPHIA, PENN.

PHOENIX, ARIZONA
PITTSBURGH, PENN.
POCATELLO, IDAHO
PORTLAND, ORE.
PROVIDENCE, R. I.
QUINCY, ILL.
RALEIGH, N. C.
READING, PENN.
RICHMOND, VA.
ROCHESTER, N. Y.
ROCK ISLAND, ILL.
SACRAMENTO, CALIF.
ST. LOUIS, MO.

ST. PAUL, MINN.
SALT LAKE CITY, UTAH
SAN ANTONIO, TEXAS
SAN FRANCISCO, CALIF.
SAVANNAH, GA.
SEATTLE, WASH.
SPOKANE, WASH.
TALLAHASSEE, FLA.
TAMPA, FLA.
TOLEDO, O.
TOPEKA, KANSAS
TORONTO, CANADA
TRENTON, N. J.
TULSA, OKLA.

TOLEDO, O.
OPEKA, KANSAS
TORONTO, CANADA
TRENTON, N. J.
TULSA, OKLA.
WASHINGTON, D. C.
WICHITA, KANS.

C. J. Duffey Paper Company
Inter-City Paper Co.
Carpenter Paper Co.
The Partin Paper Co.
W. H. Atkinson
The Rowland Paper Co., Inc.
Central Paper Co.
Paper Co., Inc.

The D and W Paper Co.
Forest Paper Co., Inc.
Hokuyo Coated & Printed Paper Co.
A. W. Pohlman Paper Co., Inc.
Reinhold-Gould, Inc.
Royal Paper Corporation
The Whitaker Paper Co.
Charles W. Williams & Co.*
Bulky, Duntun Paper Co., S. A.
Butler American Paper Company.
Epes-Fitzgerald Paper Co.
Carpenter Paper Co.

Paper Co.
 Williams & Co., S. A.
 Antion Paper Company, Inc.
 Expo-Fitzgerald Paper Co.
 Carpenter Paper Co.
 Carpenter Paper Co.
 Carpenter Paper Co.
 The Central Paper Co.
 Poria Paper House, Inc.
 Potitt-Buchanan Co.
 Potitt-Buchanan Corp.
 Matthias-Peterson Co., Inc.
 Whitting-Peterson Co., Inc.
 The Carpenter Paper Co.
 The Whitaker Paper Co.
 The Carpenter of Oregon
 Carter, Hise & Co., Inc.
 John Carter & Co., Inc.
 Irwin Paper Co.
 Expo-Fitzgerald Paper Co.
 Garrett-Buchanan Co.
 Expo-Fitzgerald Paper Co.
 Huhls and Howe Co.
 C. J. Duffer, Paper Company
 Carpenter Paper Co.

Acme Paper Co.
Shaughnessy-Knapp Paper Company
C. J. Duffey Paper Co.
Inter-City Paper Co.
Carpenter Paper Co.
Carpenter Paper Co.
Carpenter Paper Co.
The Atlantic Paper Co.
The Atlantic Paper Co.
The Atlantic Paper Co.

The Atlantic Paper Co.
 Carter, Rice & Co. of Washington
 Spokane Paper & Stationery Co.
 The Capital Paper Co.
 The Tampa Paper Co.
 The Millcraft Paper Co.
 Carpenter Paper Co.
 Blake Paper Limited
 Central Paper Co.
 Beene Paper Co.
 Taylor Paper Co. of Oklahoma
 The Whitaker Paper Co.
 Southwest Paper Co.

Beene Paper Co.
Tayloe Paper Co. of Oklahoma
The Whitaker Paper Co.
Southwest Paper Co.

The Champion Paper and Fibre Co.
General Offices: Hamilton, Ohio
CANTON, N. C. . . . HOUSTON, TEXAS

General Offices: Hamilton, Ohio
MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS





LOOKOUT ROCK

WATERCOLOR 17 x 24

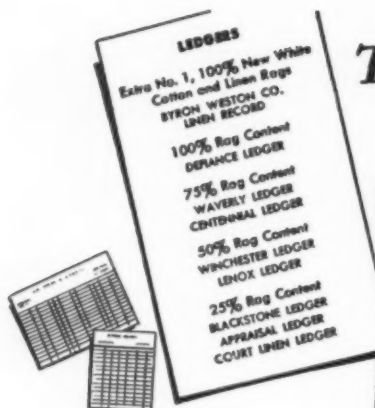
By WILL S. TAYLOR

Fine art reproductions such as this prize winning watercolor which was featured in *American Artist* magazine, as well as commercial black-and-white jobs are quickly and economically produced on the Miller E.B.CO 22 x 34 Offset Press.

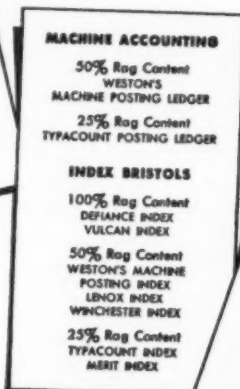
Greater accessibility, convenience of controls, ease of adjustments, continuous operation, dependability, and safety are primary considerations in the manufacture of the Miller E.B.CO 22 x 34 Offset Press. For both long and short runs, black-and-white, or color process work, it is unsurpassed in quality and quantity of okayed sheets at the end of the day's run. New basic principles of operation are combined with tried and tested features of construction to give better printed results at increased speeds with resultant profits.

Literature will be sent upon your request to Miller Printing Machinery Co.,

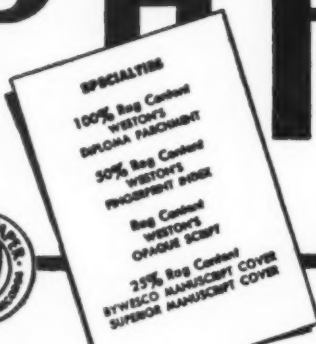
1108 Reedsdale Street, Pittsburgh 33, Pennsylvania.



*Their quality keeps
customers friendly*



WESTON PAPERS



BYRON WESTON COMPANY

DALTON - MASSACHUSETTS

MAKERS OF PAPERS FOR BUSINESS RECORDS • SINCE 1863

THROUGH THE GLASS

NINE officers, directors and committee members of the Young Lithographers Association of New York became blood donors September 18 at the Red Cross Blood Center, New York. The men were participating in the program of the Graphic Arts Blood Bank which provides a reserve of blood for emergency use by members of graphic arts organizations and their families. Surplus blood donations are given to the armed forces.

A drive is now under way to make donors of all members of the Young Lithographers.

The nine who reported on September 18 were William H. Glover, Sweeney Lithograph Co., YLA president; Kurt Heinrich, and Wallace Glover, National Process Co.; Theodore Fenn, Fenn & Fenn; Arthur Sharples, Unit Printing Co.; Arthur Braverman, Grosset & Dunlap; Gerard Urban, Brett Lithograph Co.; Robert P. Long, *Modern Lithography*; and James McNamara, Sigmund Ullmann Div. A dinner and board meeting followed the visit to the Red Cross.

ml

Chester Lyday of the Lyday Printing Co., Los Angeles, is back home, and glad of it, after a 3½ months tour of Europe during which he had the misfortune of striking a woman bicyclist with his car in the Russian zone of Austria near Vienna. Witnesses told the Russian criminal court into which he was haled that the accident was the victim's fault, and the Los Angeles printer was released.

ml

J. L. McFadden, traffic manager of **R. R. Donnelley & Sons Co., Chicago**, was elected a member of the Midwest Shippers Advisory Board at its last quarterly meeting. **A. A. Wuchterl**, transportation manager of **Gugler Lithographing Co., Milwaukee**, placed his name in nomination, as acting chairman of the Board's membership committee.

ml

Oliver R. Sperry, executive vice president of **R. R. Donnelley & Sons Co., Chicago**, in charge of manufacturing operations, observed his 35th year with the firm last month.

George A. Poole, Jr., head of **Poole Bros., Chicago** combination plant, is named as one of the incorporators of a "Citizens For Eisenhower and Nixon Group," recently chartered in Illinois. The organization is a re-establishment of the voluntary committee which conducted a write-in campaign for Ike at the Illinois primary in April.

ml

Dan Smith, executive art director for Poole Bros., was guest speaker at the September 8 meeting of the Advertising Executives Club of Chicago.

ml

Gaylord Donnelley, executive vice president of **R. R. Donnelley & Sons Co., Chicago**, has been elected a member of the board of directors of Junior Achievement of Chicago, the youth organization which is assisting urban boys and girls to gain practical business experience by operating their own business enterprises.

ml

Horatio Randolph of Zenith Printing Co., Los Angeles, plans to go "Down Mexico Way" in December. He hopes to establish a **Craftsmen's Club** in Mexico City while there. There is a large graphic arts industry in the Mexican capital, with a number of big plants.

ml

Mrs. O. T. Jenkins, wife of the secretary of the **Nielsen Lithographing Co. of Cincinnati**, has returned from a trip to Europe, which included a visit with her daughter, **Dorothy**, who is with the American Embassy in London.

ml

R. R. Donnelley & Sons Co., Chicago, have on display at their **Lakeside Galleries** until the end of October an exhibit of over 400 woodcuts, linoleum blocks, line drawings and pictures composed of type ornaments. Another show, "Printers At Play," includes drawings by noted art designers and other material representing the work of printer-humorists.

ml

Martin Meixner, president of the **Cleveland Printing Ink Co.**, recently was elected president of the **Cleveland Association of Printing Ink Manufacturers**. The election took place during the association's annual meeting at **Westwood Country Club**.

★★

Store Men Study Displays

Chain drug store managers assembled from twenty-four states participated in an entire day's program devoted to the importance of window displays and in-store displays, when the members of **Affiliated Drug Stores** opened their annual business meeting in the **New Yorker Hotel, New York, September 15**. The program, arranged with the cooperation of the **Point-of-Purchase Advertising Institute**, brought out facts and evidence of how much store displays can help to increase gross sales, and thus also boost net profits, in the face of recently increased operating costs.

Representing the **Point-of-Purchase Advertising Institute**, **Howard M. Cowee**, one of the principal speakers, advised every retailer that the best possible way to increase his net profit position is to get real selling ideas into his window displays and to dramatize them so that they appeal to people, rather than just piling merchandise alone in windows.

"The location of your store, and the rent you pay, are based on the traffic volume past your store. Sales stem from people; and if you don't stop these people with appealing window displays and bring them inside and sell them, you are throwing away one of your most precious assets," he said.

Mr. Cowee is vice president of **W. L. Stensgaard & Associates**. He is a former executive of **Sears-Roebuck**, and formerly professor in the **School of Retailing of New York University**. He is chairman of the research committee of **POPAI**.

Specific ways of improving displays were given by **Mr. Cowee**. Among these were: 1. Propping up merchandise rather than letting it lie flat; 2. Showing the item actually in use; 3. The importance of really informative sign cards.

Frank R. Hale, director of **Chain Store Sales, Bristol-Myers Co.**, spoke of the importance of store displays from the standpoint of drug manufacturers. **Milton D. Faber**, vice president, **Stineway Drug Co., Chicago**, discussed store display from the viewpoint of the drug chain.

Metal Lithographers



**for a sharp impression
and a toughness
that can "take it"**

the ROBPORT BLANKET!

(In red or black)

You really want a blanket that can take a beating and lay down a job?

Then you want a Robport.

The Robport Blanket will stand up under the heaviest beating of the longest run and lay down a job that is always beautifully sharp, clear and faithful from first impression to last. That's a fact, not a claim. In other words, the Robport can take it—and it can also hand it out.

And you want a blanket that can take the merciless punishment of smash-ups and survive the rents, tears, contusions, lacerations, abrasions, fractures, punctures and scars of metal trying to cut and smash the living daylights out of rubber?

Then you want a Robport.

The special tone, texture and greater surface resiliency of the Robport Blanket make it better able to respond to packing after a smash-up, and so "heal" flaw-free, with no indentations, for longer life.

Yes, gentlemen, the Robport Blanket is the blanket for metal lithography. It is softer, yet stronger. Tougher, yet more pliable, more supple and sinewy. It lays down a job—prints sharp and clear—takes a beating—survives smash-ups—responds to after-smash-up packing with flaw-free performance and longer life.

Gentlemen! you need the Robport!

Roberts & Porter, Inc.

General Offices: 555 West Adams Street, Chicago

NEW YORK 622-626 Greenwich St. • DETROIT 1025 Brush St. • BOSTON 88 Broad St. • SAN FRANCISCO 1185 Howard St.
CINCINNATI 229 E. 6th St. • LOS ANGELES 344 N. Vermont Ave. • BALTIMORE 15 W. Preston St. • KANSAS CITY 700 W. 12th St.

METAL DECORATING

Texaco's Lithographing Department

LITHOGRAPHING necessarily is a big-scale operation with The Texas Company, an integrated oil company which produces, manufactures and markets petroleum products in all 48 states and many foreign countries.

Turning out millions of metal containers in bright distinctive eye-catching colors, featuring the familiar red star and green T of the Texaco trade mark — is an enormous order. And the company has its own specialists to handle it. It is the job of the

Lithographing Department, which is part of Texaco's Case and Package Division.

Located on The Texas Company island at Port Arthur (Texas) Terminal, the department is operated to fill the lithographing requirements of

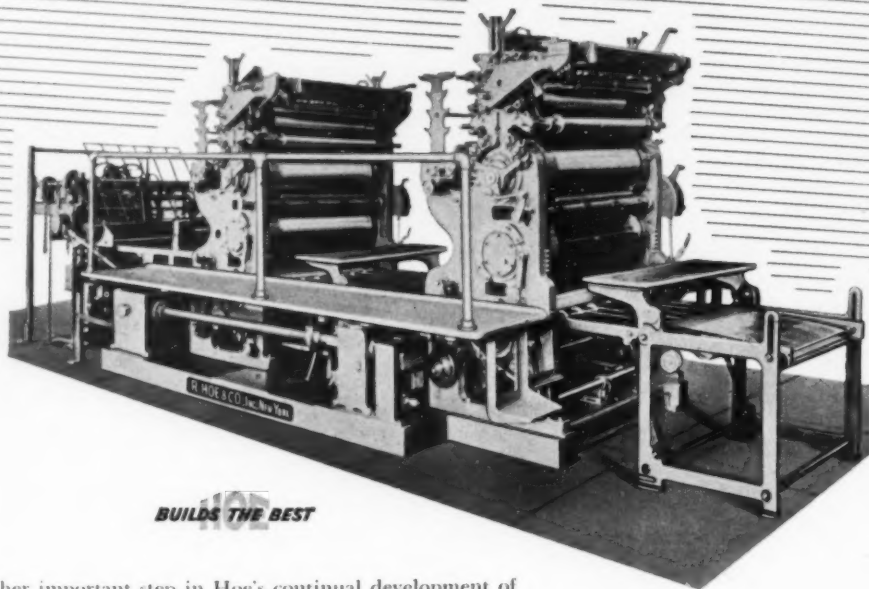
Neal D. Rader (seated, right), foreman of lithographing operations of The Texas Company's Case and Package Division, and Bill Yarbrough, (seated, left), checking design change on five-gallon motor oil pail sheet with Travis Bargainer (left) and Murphy Hebert, platemakers.



Hoe announces its

new straight-line-feed

Metal Decorating Presses



Another important step in Hoe's continual development of better and better presses for lithographing on metal! Straight-line feed makes possible the utmost accuracy of register at higher speeds than ever previously obtainable — with increased ease of operation.

In tandem presses the platform is now on one level, greatly facilitating the operator's work.

Other new features of Hoe Metal Decorating Presses include an improved press drive, which makes it possible to install the motor under the press, saving floor space.

Where a lithographer installs a single unit and later desires to convert it to a tandem press, this new design makes it a simple matter to add the second unit.

Magnetic rollers are now incorporated as standard equipment on all presses.

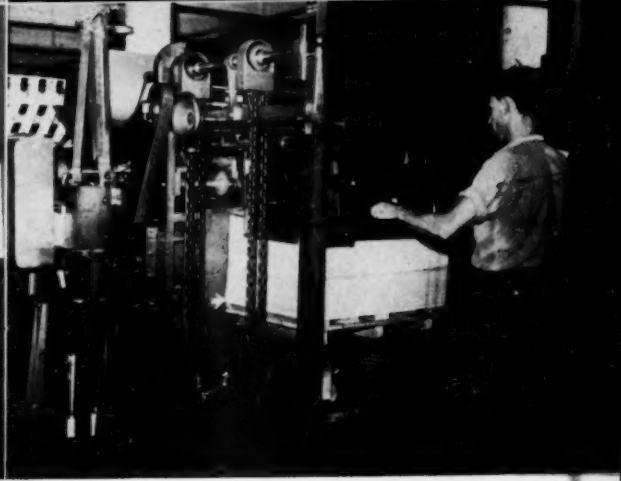
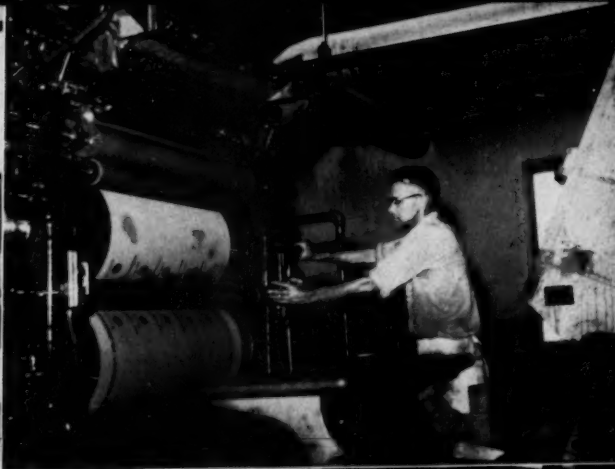
*Write for full information on
the wide range of press sizes
that can be furnished in both
single and tandem units.*

R. HOE & CO., INC.

910 East 138th Street • New York 54, N.Y.

BRANCHES: BOSTON • CHICAGO • SAN FRANCISCO
BIRMINGHAM • PORTLAND, ORE.

MODERN LITHOGRAPHY, October, 1952



Top, Left: Travis Bargainer, platemaker, opaquing a negative.

Top, Right: C. A. Dugas at No. 2 stand of two-color press.

Lower: Murphy Hebert, platemaker, prepares photocomposer.

Right: J. D. Pousson, utility man, lowering finished sheets.

the Case and Package Filling and Packaging Department and other terminals of the Company. J. T. Yardley, division manager of the Case and Package Division, and his staff, plan and schedule all operations in close co-operation with the supervisory personnel of the Lithographing Department.

Texaco containers lithographed and manufactured by C. and P. division range in size from the three-ounce long-spouted oil can for home lubricants to the five-imperial-gallon steel pail with welded seam and lug cover. But the chief items are one-quart and five-quart round cans for motor oils.

Sequence of steps in the assembly line operation is as follows:

Plate (for making containers) is delivered to the Lithographing Department by electric transporters in loads varying from 1120 to 1680 sheets. Virtually all plate received by the company now is black iron, which requires a coating of lacquer on one side — to be used as the inside of the container. White coating is applied to the opposite side.

The plate is fed through coating machines. There are three in the plant. Two of them are operated in connection with 100-foot automatic ovens capable of baking 84

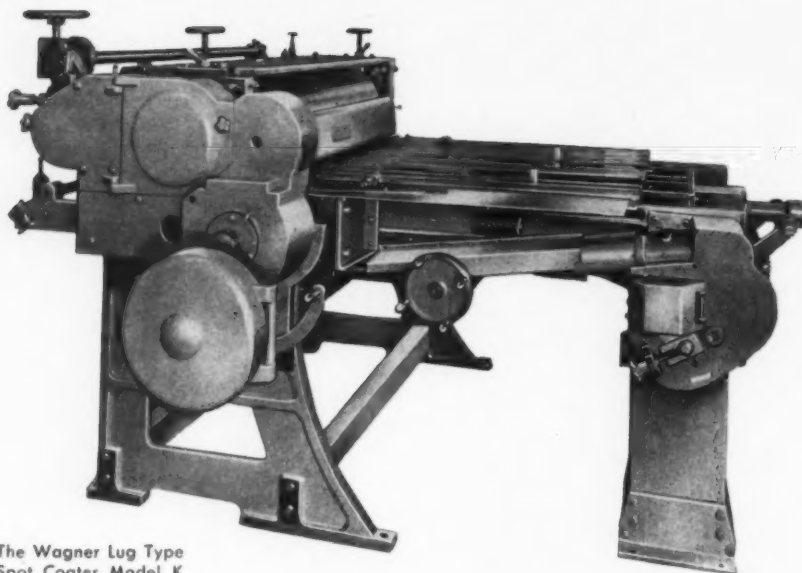
sheets per minute. The third coating machine has a 90-foot oven with a capacity of 60 to 65 sheets per minute.

After drying in the ovens for 12 minutes, the sheets are stacked and ready for moving to the presses.

The plant has two single-color Hoe presses, a single-color Hoe press with coating machine in tandem and one two-color Hoe press with coating machine in tandem.

Light gauge plates are run through the single-color presses at the rate of 60 sheets per minute and heavy gauge pail sheets at the rate of 40 per minute.

The two-color press is operated



The Wagner Lug Type
Spot Coater Model K

All Wagner equipment is the product of fifty years of specialization for the Metal Decorating field. Tandem installations of ovens, coaters, and presses, made by Wagner are a sure way of gaining the maximum of production and a quality product.

Design Skill that

ROTARY-AIR OVENS • AUTOMATIC STRIPPERS • AUTOMATIC FEEDERS • VARNISHING MACHINES

Our hospitality Headquarters during the Convention of the National Metal Decorators Association, October 26th, 27th, 28th, and 29th will be in the Ming Room of The Shamrock.

All members, their associates and families will be welcomed.

New

DESIGNED AND BUILT FOR:

- Closer Accuracy
- More Production
- Larger Sheets

This well balanced and rigid unit will be recognized by some in the Metal decorating Trade as a Wagner Lug Type Spot Coater — Model K with a twelve inch diameter composition roller.

Lug chains have finally replaced the belts from the Dexter Feeder (not shown) for pre-positioning each sheet before it is taken over by the registration fingers.

This and other features provide the accuracy demanded today.

High operating speeds of over 5,000 sheets per hour will decrease costs and increase production.

The twelve inch diameter composition roller will spot coat sheets up to thirty-five inch around the roller.

Complete specifications with a description of other interesting features of the Wagner Lug Type Spot Coater will be sent on request. Drop us a line!

Can't Be Duplicated

SPOT COATERS • OFFSET PROVING PRESSES • ROLLER REVOLVING MACHINES • LAB COATERS

When Thinking of Progress - Think of WAGNER

WAGNER LITHO MACHINERY

Metal Decorating Machinery

Harborside Terminal, Unit 3, 34 Exchange Place, Jersey City, N. J.



Division

entirely on one-quart motor oil plate. It lithographs two colors and wet varnishes plate for approximately 500,000 cans per day.

Lithographing press plates are made on a Rutherford photo composing machine, using both single and multiple negatives. Albumen and deep etch plates are used.

Approximately 112,000,000 cans are lithographed and manufactured annually. The can plant is another company installation on the island. All work must pass sharp inspection to meet a high standard.

Lithographing and can manufacturing at the Texaco Case and Package Division are confined solely to The Texas Company packages.

The company expressed pride in the personnel in the department and their record. All the pressmen, plate-makers, coating machine operators and other workers in the lithographing department are entirely home trained. None has ever worked in any other metal decorating plant. Of the 41 employees in the department, 11 have more than 30 years' service to their credit.★★

convention arrangements, and he has announced that Governor Allan Shivers of Texas, and Mrs. Shivers, will be guests at the Wednesday evening dinner.

William Kerlin of Tinplate Lithographing Co., Brooklyn, NMDA president, said late in September that advance registrations indicated that attendance at this year's meeting would be heavy. This is the first time the meeting has been held in Texas.

Convention headquarters, and all sessions will be held in the Shamrock Hotel, and the program includes tours to Rheem Manufacturing Co. and Continental Can Co. plants.

The association announced that all social activities and lectures would be open to suppliers, while plant visits and business sessions will be for members only. The cocktail party and dinner on Wednesday evening are expected to be the highlights of the convention's social schedule. This will be for members, non-members, suppliers, wives and guests.

For the ladies attending, several events are arranged, including a trip on the Texas Company's yacht. The complete program appears on this page.

Advance reservations are being handled by the association secretary, George A. (Buck) Frank, 1301 West Hamburg St., Baltimore 30, Md.

Rheem Names Two in Houston

Louis C. Ball has been appointed acting regional manager of the Houston, Texas operations of Rheem Manufacturing Company, it has been announced by C. V. Coons, Rheem vice president and general manager.

At the same time, it was announced that Parr Krumb has been appointed works manager of the Houston plant.

Report British Exports

British exports of printed and decorated tinplate for the first half of 1952 totaled 392 tons. Most of it went to Denmark, Turkey and the Irish Republic. These figures are given in the September, *Tin Printer & Box Maker* (Britain).

Houston Convention Plans Complete

FINAL preparations were being completed early this month for the annual convention of the National Metal Decorators Association, to be held in the Shamrock Hotel, Houston, Texas. The event is to run for four

days, opening Monday, October 27, and closing up in the afternoon of Thursday, October 30.

Neal Rader of the lithographing department of the Texas Co., Port Arthur, Tex., is general chairman of

PROGRAM

National Metal Decorators Assn.

Annual Convention, Shamrock Hotel, Houston, Texas, Oct. 27-30. Lectures and social activities open to all. Business Sessions closed. Plant Tours for members only.

Monday, Oct. 27

10:00 a.m. Grecian Room.

Business session.

12:30 p.m. Luncheon, followed by open discussion of metal decorating problems.

Tuesday, Oct. 28

A.M. Visit to plant of Rheem Manufacturing Co. where 55 gallon steel drums are lithographed and fabricated.

P.M. Visit to plant of Continental Can Co.

Wednesday, Oct. 29

Suppliers Panel for open discussions of all phases of metal decorating.

Henry Bates, Lilly Varnish Co.
Oleo-resinous materials

R. B. Wilson, Stoner & Mudge
Vinyl materials

M. G. Gardner, Pittsburgh Plate Glass Co.
Alkyd materials

Ira R. Messer, Watson-Standard Co.
Epon esters materials

Edward Haskill, Finishes, Div., Interchemical Corp.

Phenolics

Dan Gallagher, Grescent Ink & Color Co.

Inks

Earl Hickcox, Printing Ink Div., Interchemical Corp.

Inks

Evening: Cocktail party and dinner for members, suppliers and ladies. Governor Shivers of Texas, and Mrs. Shivers to be guests of honor.

Thursday, Oct. 30

A.M. Final business session. Election of officers and directors for the next two years.

Luncheon: Adjournment

For the Ladies:

Monday: Trip on Texas Company Yacht, and cocktail party.

Tuesday and Thursday: Style and fashion shows.

Also: Ladies will be guests at the River Oaks Country Club.

Tinplate Supply Eased

Although the tinplate supply situation was very critical during the recent steel strike, and the outlook was for a continued tight situation, that particular problem now is working out quite satisfactorily, metal lithographers reported last month.

Where shops were beginning to talk of shutdowns, now the supply of tinplate has reversed the trend. Steel has eased up even though the mills still have not caught up on their backlogs. Metal decorators were able to operate with inventories, and a slack period of demand helped to compensate for the lack of tinplate, they reported in the New York area.

Metal decorators in Chicago report that their tinplate supply situation is being worked out slowly but satisfactorily, although, as one man said "We can't always go out and pick up what we want quickly."

Mills are not yet fully caught up but in most cases are now supplying the demand for most gauges. Some difficulty was being experienced in getting specific gauges, especially the heavier 28, 26 and 24 gauge tin plate required for lithographing jobs. No trouble was reported as being experienced on the 45-day inventory limitation.

As for the long range outlook, the National Production Authority has set a goal for electrolytic tinplate production of 3,660,000 long tons annually by 1955. This compares with 2,562,865 long tons produced in 1951. This would mean an increase of 43 percent in the period from 1951 to 1955. In the period from 1948 to the present, production was increased 46 percent.

Remove Terneplate Curbs

Restrictions on the use of terneplate were removed by the National Production Authority September 12 with the issuing of an amendment to Order M-24. Cancellation of the curbs is to "allow wider use of terneplate and to counteract the sluggish movement of existing stocks." NPA said. Supply of the tin-lead coated steel plate now exceeds demand. Producers of terneplate, however, still

are required to use only secondary tin in terneplate manufacture, and they are subject to controls.

Chicago Firms in New Plant

American Metal Decorating Co., and Illinois Metal Decorators, Chicago, began moving last month into the new building at 3600 W. 127th St., where production operations of the two concerns will be conducted jointly hereafter, William Felber, manager for both companies, an-

nounced. The one-story building, 150 x 300 ft. in size, is of modern factory design, with plenty of outside daylight, and will house five lines when installation of all machinery is completed. First to go up was a complete new line, including a Hoe 34 x 36" press, with Wagner oven. Presses on other lines will be 29 x 36" sizes. Sales activities of the two companies will be consolidated, Mr. Felber said, but the corporate individuality of the two firms will be maintained.

Commendable



Some of our customers make products of outstanding beauty. Others make machines that undergo terrific abuse. However, these customers have one thing in common... they have the advantage of using individualistic coatings prepared to their specifications along with the know-how of our experienced technicians. For a finish that will meet your requirements for attractiveness, stability, and genuine satisfaction, let us supply you. Write us regarding your problems.



Research, Quality, Service

Affiliate
GORDON BARTELS CO.
Roller Coating Specialists

ROCKFORD VARNISH
Company
ROCKFORD, ILLINOIS

Manufacturers of Protective and Decorative Coatings

WANTED

**Malfeasance
J. Thugg**

Thugg is no Thug. He's just a lithographer who isn't aware that ML has the latest news and articles on all phases of offset-lithography, management, sales, production, metal decorating new developments and products. All for \$3 a year, \$5 two years.



Are you getting ML every month?

Modern Lithography

175 Fifth Ave., New York 10, N. Y.

Chicago Plant Putting in World's Largest Line: Will Handle 76½" Sheets for 55 Gal. Drums

INLAND Steel Container Co., has started construction at its Chicago plant of a building to house the big new metal decorating line for which plans have been in the developmental stage more than a year. Completion is set for early in 1953 and it is expected that the equipment can be erected in time to start operations by next April.

The giant Hoe press, according to Robert J. Greenebaum, assistant sales manager, will take a 50 x 76½ inch sheet. Production rate will be 4,020 sheets per hour, through press, coater and oven whose overall line length will be 309 feet. Rated as the coming "world's largest," this equipment will be used for lithographing in multi-color steel drums of 55 gallons capacity, and other products.

Wagner Litho Machinery Div., Jersey City, is supplying a Dexter feeder, and the following Wagner equipment: coating machine, oven, automatic oven stripper, a sheet turn-over device, and a piler. The oven handles sheets up to 45 x 78", and is the largest such equipment built to date for a metal lithographing line. The drives for the line also are built by Wagner.

Meanwhile Inland Steel Container's sales department is vigorously promoting its standard line of lithographed steel pails, barrels and drums of varying capacity.

At the National Chemical Exposition in Chicago last month Inland had a display of containers fabricated for various customers in the chemical field, which attracted wide attention.

In the sales talks there, stress was placed on Inland's laboratory service which develops linings for containers that protect the contents, prevent contamination of foods and other products, or control corrosion caused by reactions of chemicals with the steel. Elaborate tests and analyses are conducted by this laboratory to determine the lining exactly suited to each type of product, it was explained.

Also featured was the service provided by Inland artists to assist customers in designing the most effective sales message to be placed on the containers, along with labels or trade marks in full color reproduction of the originals.

Attractive packaging in steel containers, as numerous Inland customers have demonstrated, consistently sells more products, exactly as is true of containers of paper or other materials. Colorful designs, brightly lithographed on the metal drums or pails are found to make a good first impression and continue to keep the client's name and product before his customers and prospects. This fact, it was pointed out, is one basic reason why metal containers decorated by lithography, are increasing in popularity so rapidly. Assisting Mr. Greenebaum at the Chemical Exposition were Richard E. Salisbury and Ted Boecher of the Chicago sales department.

Compare Tinplate Production

Figures for tinplate production in the U. S. and other countries for 1951, show that the U. S. produced 4,014,443 long tons, while the United Kingdom produced 636,600. Canada was third with 246,140 tons, and

Western Germany 239,836. Most of these figures were slightly lower than 1950 totals. The statistics are from the American Iron and Steel Institute, Tin Study Group and the British Ministry of Supply.

Nesco Elects Officers

Directors of Nesco, Inc., Chicago, housewares manufacturers, whose facilities include two metal decorating plants, have acted to confer the duties of president on Arthur Keating, chairman of the board and chief executive officer. In this move he replaces Wm. P. Howlett, who resigned as president on Sept. 8, after serving as president about one year. Directors also elected Edward Altemeier as vice president in charge of sales and merchandising and Robert Purcell as financial vice president and treasurer. Altemeier replaces Paul Hill who resigned. Added to the board, also, were Everett Ware Cady, a member of a New York investment firm, and David Altman, Chicago attorney and tax consultant.

Former Canco GI Dies

Raymond D. Moccio, formerly employed as a lithographer at the Melrose Park, Ill., plant of American Can Co., died from wounds received in the Korean conflict, it was learned in Chicago last month. Moccio, private, first class, 21 years old, entered the army last November.

Campaigners Vote for Metal Buttons

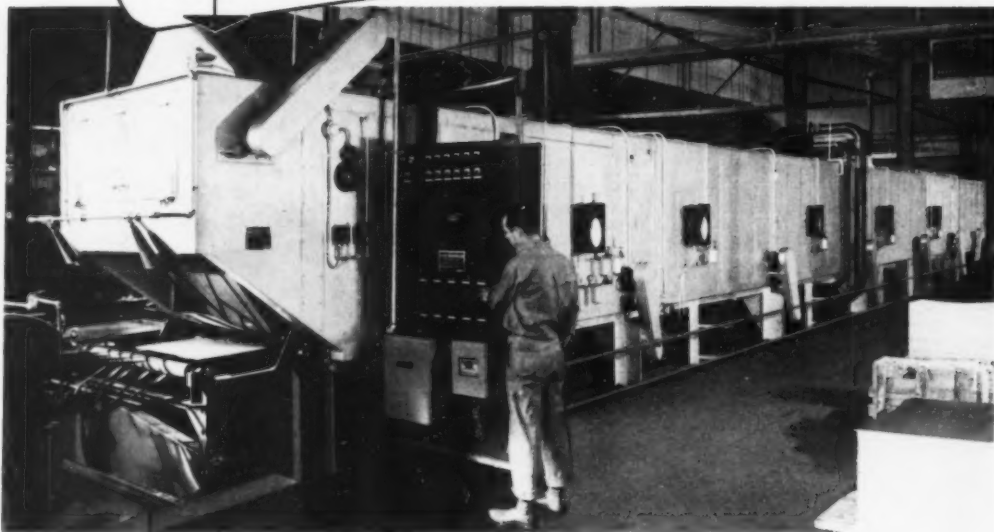
Metal decorators throughout the country have been working overtime to supply the demand for political campaign buttons, according to Elmer Wray, general manager of the Marking Devices Association, in Chicago. The industry's last peak year was 1940, during the Willkie campaign, he said, but he predicts that 1952 will top this. Orders for campaign buttons and insignia are running about 10 to 1 Republican, he added.

Green Duck Co., Chicago,

considered the largest manufacturer of campaign buttons in this country, reported that its offset presses are being pushed to capacity to meet the demand, with Republican buttons running three to one. Green Duck Co. has 22 designs for the Republicans and 17 for the Democrats. One featured item is a photographic button in three colors, showing the presidential candidate and his running mate for each of the two major parties.

Another leading manufacturer installs...

YOUNG BROTHERS metal decorating ovens ...in new plant!



designed and built to suit individual requirements

The Young Brothers metal decorating oven shown above is the type installed by Sherwin Williams Company in their new Hubbard, Ohio can plant. Other leading manufacturers are obtaining improved production with savings in material, fuel and time with Young Brothers Ovens.

Young Brothers metal decorating and coating ovens are designed and built by oven specialists to meet your particular requirements.

For better finished products in less time at lower cost, investigate the advantages of Young Brothers Ovens. Our engineers are always available for consultation without obligation ... call or write today.



Write for free copy
of Bulletin 7-L

OVER 50 YEARS OF EXPERIENCE IN THE HIGHLY SPECIALIZED FIELD OF OVEN ENGINEERING

YOUNG BROTHERS COMPANY



1839 COLUMBUS ROAD

CLEVELAND 13, OHIO

Established 1896

Can Directives Eased

Two actions, effective October 15, have been taken by the National Production Authority which ease restrictions on can manufacture. As announced by NPA, the actions are:

REVOKED, DIR. 4, NPA M-25
Title: Emergency Packing of Perishable Food Products

Issued: Sept. 9, 1952

Effective: Oct. 15, 1952

Intent: To revoke Dir. 4 to NPA Order M-25, issued June 30, 1952 (and amended July 18, 1952) as an emergency action resulting from the impact of the steel strike on the manufacture of cans for packing the perishable food crop.

Dir. 4 suspended certain can material specifications which directed can manufacturers to give preference to orders for the packing of perishable foods and permitted packers to use cans containing any weight of tin coating for perishable food canning without regard to the requirements of Sched. 1 to NPA Order M-25.

For details: Federal Register of Sept. 10, 1952.

DIR. 5, NPA M-25

Title: Temporary Authority for Manufacture and Use of Cans Made from Emergency Purchases of Tin Plate

Issued: Sept. 9, 1952

Effective: Oct. 15, 1952

Intent: To authorize the manufacture and use of cans for the period Oct. 15 through Dec. 31, 1952.

What the Directive Does

Permits: During the Oct. 15-Dec. 31, 1952 period, can manufacturers to produce and sell cans or parts of cans made from tin plate acquired for a specific purpose during the period June 30-Sept. 30, 1952, not commercially usable for the purpose of its acquisition, for packing any product irrespective of the can material specifications and quantity usage limitations imposed by NPA Order M-25.

It also permits packers to use such cans free of the limitations of NPA Order M-25, but requires that can manufacturers must identify shipments under the exemption to packer customers.

For details: Federal Register of Sept. 10, 1952.

Opens Oregon Fibre Plant

American Can Company's newest fibre milk container manufacturing unit was formally set in operation at 2127 N. W. 26 Ave., Portland, Oregon, during August. When in full operation, it will employ some 100 men and women from the Portland area.

In addition, the company's metal can factory, in which the milk container plant is housed, employs an average of about 500 people, who

produce millions of cans annually for the state's fruit, vegetable, fish and berry canning industries.

Inland Steel Appoints

Inland Steel Container Co., Chicago, announced appointment last month of John H. Strome as sales manager and Thos. T. Crowley as assistant to the president. Mr. Strome has been serving as assistant to the president of the organization since 1950, while Crowley, who was formerly a member of the ECA mission in London, joined the firm last January.

Further Expansion in Oakland

American Can Co. has announced further expansion of its new Oakland, Calif. lithographing and can manufacturing plant. Two coating lines are being moved into the new lithographing and enameling building, which has 121,000 square feet of floor space. Other equipment also is being installed for the production of 30 pound frozen berry cans, and is to be in operation this year. C. W. Roberts is vice president of the firm's Pacific Division.

Crown Can Advances Crabtree

George W. Crabtree has been elected vice president in charge of manufacturing by Crown Can Co., Philadelphia, it was announced in September. Mr. Crabtree was with the Continental Can Co. for 20 years, and formerly was division manager of manufacturing in the eastern division for Crown Can. Crown Can Co. is a subsidiary of Crown Cork & Seal Co., Baltimore.

Offers Tinplate on Coast

Tinplate and blackplate are now being offered to the metal lithographing trades as an additional service by Western Metal Decorating Co., South Gate, Calif., the firm announced last month.

Leonard G. Brotzman is in charge of both metal and decorating services.

Dickinson Improved

Clarence W. Dickinson of R. Hoz & Co., New York, who has been confined at home for about a year with a series of eye operations, is now improved and for the first time in 14 months is able to read again, he told *Modern Lithography* last month. Mr. Dickinson underwent his third operation on July 2 at Presbyterian Hospital, New York, and since then has been fitted with glasses enabling him to read again. "You have no idea of the happy surprise which comes to one to be able to read and play bridge again after so long a time," he said.

"Dick" also recalled that in May this year he had completed 50 years of continuous activity in the printing and lithographing press business. A large part of this activity has been in the metal decorating field. He was honored a few years ago by the National Metal Decorators Association for his long service, when he was presented with a set of luggage.

New Wagner Spot Coater

A new model Lug Type Spot Coater designed for higher speeds and for handling larger sheets is now being offered to the metal decorating trade by Wagner Litho Machinery Div. The machine, known as Model K, has a composition roller of 12" diameter, and lug chains are used in place of belts from the feeder. Speed up to 5,000 sheets per hour is claimed.

Sheets up to 35" around the cylinder can be spot coated accurately, the company says. Complete specifications and information are available from the company, Harborside Terminal, Unit 3, 34 Exchange Place, Jersey City, N. J.

Craftsmen Hear Mueller

The Syracuse Club of Printing House Craftsmen held its first educational session of the season recently in Syracuse, N. Y. Donald Christie, club president, presided. Guest speaker was Harry Mueller of Litho Chemical & Supply Co., New York, who discussed "New Things in Platemaking."

**OUR
CONTRIBUTION
TO THE
BETTERMENT
OF
LITHOGRAPHY**

FIND OUT ABOUT ALL THE
BENEFITS OF OUR SERVICE
—WRITE OR PHONE!

**SCRATCHPROOF
DRIER No 3**

Prominent lithographers throughout the country have learned to appreciate Scratchproof Drier No. 3 for its unique characteristics, for the economical and successful ways in which it has helped them with their drying requirements.

Results have proven Scratchproof Drier No. 3 is the most practical dryer on the market today.

- ★ Quick drying without crystallization or chalking of ink.
- ★ Improves the lifting quality of inks, particularly on two and four color presses.
- ★ NON HARDENING of inks on distributing rollers.
- ★ Non drying of inks on press during long lapses of idle press time for unforeseen reasons, no washups during lunch hour.
- ★ Acts as a lubricant in the ink on the distributing rollers whose temperature rise tends to further dissolve SCRATCHPROOF DRIER No. 3, giving the ink a shorter fine binding.
- ★ Prevents too much emulsification or waterlogging of ink at high speeds.
- ★ Will not create after-tack in your pile, thereby eliminating summer heat and moisture difficulties.
- ★ Will not injure press rollers or rubber blankets, and will not discolor zinc or aluminum plates.
- ★ Has excellent suspension, body, and flow. Its non-settling qualities give ink necessary "slip" and tack for better distribution.
- ★ Will not cause any injurious effects if used in excess—in fact, this procedure is recommended in certain types of inks to improve their working qualities.
- ★ Ink mixed with SCRATCHPROOF DRIER No. 3 will remain tough and elastic indefinitely.

Don't be satisfied with substitutes. For better lithography . . . try SCRATCHPROOF DRIER No. 3 . . . let your own test prove its benefits to you . . . judge by RESULTS. Send for your trial order today.

NEVER SOLD IN BULK. INSIST ON OUR LABEL FOR MAXIMUM PERFORMANCE.

PHONE — — WATKINS 4-1074

EMPIRE SUPERFINE INK CO., INC.

OFFICE:
225 VARICK ST.
NEW YORK 14, N. Y.

MANUFACTURER OF HIGH GRADE
LITHOGRAPHIC **INKS** PRINTING
DEEP ETCH CHEMICALS AND SUPPLIES

FACTORY:
BROOKLYN
NEW YORK

MANUFACTURERS OF DAMPENING ROLLERS, FLANNELS AND MOLLETON COVERS

Getting Your Foot in the Door



Suggestions of extra work that may not net a dime—or might pay off with a new account.

By *P. R. Russell* Nashville, Tenn.

EVER wish you had a chance at the business of a certain offset buyer? It might be easier to do than you think, and you certainly are not going to get your foot inside his door unless you try. This article offers some suggestions that may be worth a trial.

Be prepared to do some extra work for which you may not realize a dime. The experience, however, will be worth something to you.

To get a chance for some nice, new business that you have never had before, the following steps are suggested:

(1). Select the firm or individual whose account you seriously would like to land. First find out all you can about the firm or person. What does the customer produce or what service does he offer? If it is a business concern, is it managed in a modern manner? Who buys the printing? Is there a purchasing agent or does the head of the firm do the buying himself? What, if any, is the particular buying policy of the firm?

Does the firm have budgetary control, with a fixed amount set for a

year's printing? How much planning or creative selling is being done? What sort of schedule is maintained as to advertising and promotion of the products sold by the firm?

Most of this information can actually be had from *outside* sources. The men who sell you paper, ink, etc., are a good source of information about almost any buyer of printing. The information they give you, and most other sources, must be kept in strict confidence. Almost invariably your coveted customer will belong to a trade association and there will usually be a representative of that association you can contact for general information and for some "background" information about the products of this firm as well as the firm itself.

Several months ago the writer badly needed some "background" information about the garment manufacturing business preparatory to interviewing a garment manufacturer for an article for a trade paper. This information was obtained with ease at the local headquarters of the Southern Garment Manufacturers Association. A paid secretary answered every

question asked and exceeded expectations in his willingness to help. It is surprising how much information is available if you try.

Of course, you should take a look at the correspondence filed in your own office. There you may find letters of inquiry and quotations made to the customer that you are "courting." In the past few years your firm may have had the opportunity of bidding on several jobs for this firm whether the bids were successful.

What kind of an inquiry does this customer send out? You can usually tell from an inquiry whether the customer is actually giving you a chance at the job or merely getting a "check" bid. How complete are the specifications given? Are they stated in terms familiar to the printer? Are there any indications that the job is being planned with the facilities of some one printer in view?

A letter of inquiry or a recent quotation on file may open the way for step No. 2 in your plan of action.

(2). Address a letter to the president of the firm. Do this although
(Continued on Page 109)

Some of the men who took part in the PIA conference: Front row, L. to R. — Arthur A. Wetzel, president, Printing Industry of America, Inc., and president, Wetzel Brothers, Inc., Milwaukee; Harold R. Long, Kable Printing Co., Mt. Morris, Ill., chairman of the PIA Committee on Financial Management; George S. Dively, president, Harria-Seybold Co., luncheon speaker; Duane C. Salisbury, president, Carter Co., Detroit, chairman of the luncheon meeting.

Back row, L. to R. — James R. Brackett, general manager of PIA; James Shields, Judd & Detweiler, Inc., Washington, chairman of large-plant discussion group; Lyman W. Jones, The Laurence Press, Cedar Rapids, Iowa, chairman of the small-plant group; H. M. Kessler, Standard Printing Co., Louisville, chairman of the medium-size group; Alexander Paul, PIA.



PIA Conducts Financial Conference

THE second in a series of professional conferences on management, this one on financial management of printing plants, was held by the Printing Industry of America, September 8 and 9 at the Waldorf-Astoria Hotel, New York.

In ground covered and interest shown, the two-day financial conference topped the successful Professional Conference for Sales Executives held in Chicago in June. The Chicago meeting was the first and the New York conference the second in a series to cover five areas of management, the remaining ones being production, personnel, and general management. After that, the cycle of five will be repeated at regular intervals.

The financial conference, which was planned by the PIA Committee on Financial Management under the direction of its chairman, Harold R. Long, secretary-treasurer of the Kable Printing Co., Mt. Morris, Ill., was opened Monday morning by PIA President Arthur A. Wetzel, Wetzel Brothers, Inc., Milwaukee. Approximately 135 of the industry's financial executives from all parts of the country participated in the two days of discussions.

The first day of the conference followed the same general pattern as the sales conference, with all con-

fererees meeting in one room to hear case history presentations, which were followed by questions from the floor directed to speakers and their assisting panel members.

On the second day the conferees split into three groups according to size of companies — small, medium, and large. Members of each group discussed financial problems associated with their size of operation.

At the opening session, which was under the chairmanship of James J. Rudisill, Rudisill & Co., Lancaster, Pa., two case histories on financial planning were presented — one by A. F. Oakes, president of Charles Francis Press, New York, and one by Kenneth B. Hardy, comptroller, Von Hoffmann Press, St. Louis.

Assisting in the question and answer discussion period which followed the presentations by Messrs. Oakes and Hardy was a panel consisting of Joseph J. Braskich, W. A. Krueger Co., Milwaukee; Seymour Udell, Ampco Printing Co., New York; Harold Nesbitt, The Colwell Press, Minneapolis; and T. F. Ellis, Keller-Crescent Co., Evansville, Ind.

Among the questions considered at this session was how big a company should be before it installed machine bookkeeping. One answer was that

a complete punch card system was justified for a payroll of 450 employees or more, but that partial machine systems could be installed in plants employing as few as 75 persons.

Another question developed the recommendation that separate records should be kept for offset and letterpress departments.

At the Monday afternoon session, which was under the chairmanship of Francis N. Ehrenberg, executive vice president of the Blanchard Press, New York, J. Hanes Lassiter, president of the Lassiter Press, Charlotte, N. C., described the methods of financing the growth of his company from an annual volume of \$64,000 in 1934 to present sales of \$4,500,000 a year.

The Lassiter company, which operated with but moderate success during the first ten years of its existence but was entirely free of long term debt by 1945, began an expansion program after the war.

Under the title of "Taking the Shocks Out of Your Business," Harold R. Long, secretary-treasurer of the Kable Printing Co. and chairman of the PIA Committee on Financial Management, discussed what reports the financial executive should make to management.

(Continued on Page 111)

Natl. Process Sells Presses

A change in operations of National Process Co., Clifton, N. J., under which the company will no longer operate presses was announced on October 1 by George E. Loder, president of the firm. Except for disposal of the company's offset presses over a period of about six months, there will be no change in the company's personnel or operations, Mr. Loder said.

The presses have been sold to Western Printing and Lithographing Co., Poughkeepsie, N. Y. and Racine, Wisconsin. Press equipment includes about 10 or 11 offset presses. Four of these are 4-colors; a 41" x 54", two 50" x 69", and one 50" x 72". Other presses are two-color and single-color.

The operations of National Process Company will remain in the Clifton area, although all of the present plant will not be required, Mr. Loder said. The company's sales offices at 75 Varick St., New York City, also will continue as usual.

The company has several exclusive color processes which it will continue to offer. All camera, platemaking and other preparatory work will continue to be handled by National Process, but presswork will be done elsewhere. Customers were notified of the change in a letter sent during September.

Planning Research Meeting

The annual meeting of the research committee of the Lithographic Technical Foundation will be held this year at the Conrad Hilton (Stevens) Hotel, Chicago, December 8 and 9, and this year will be open to representatives of all members of LTF. The Foundation said that meetings in recent years have been growing in popularity but have been virtually limited to a nucleus of the 80 members of the research committee and a few guests. Larger meet-

ing space this year will permit the meetings to take care of larger crowds, LTF said.

The research committee will hold a meeting on December 10 in the auditorium of the Western Society of Engineers.

The two-day meeting at the Hilton will consist of demonstrations and discussions of LTF's recent research. The sessions will be especially helpful to the men in the plant who are responsible for getting out the work, LTF said. The subjects that will be discussed are all technical aspects of lithographic processing with emphasis on the latest developments in LTF's research. The reports will be presented in as "non-technical" a manner as possible. With demonstrations and visual displays, the new information will be easy to understand and easy to apply, it was said.

The Wednesday meeting for members of the research committee will be for the discussion of research in progress that is not ready for general announcement, discussions on the research program for 1953, review of the research budget, and other business and policy matters.

At last year's meeting, a number of new developments were announced. These included the new non-blinding lacquers for deep-etch plates, the laboratory model of LTF's new paper pick tester, a new copper-aluminum bi-metal plate, a new press wash-up system, and several other developments.

LTF promises that this year's program will be equally informative.

Plan New England Conference

Further plans have been announced for the 8th Annual Graphic Arts Conference of New England to be held January 15, as a feature of Printing and Publishing Week of 1953, at the Hotel Statler, Boston. "Selling and Production" is the theme

of the one-day meeting with speakers of note to discuss problems confronting printers.

The executive committee, appointed by Harry F. Howard, president of the sponsoring group, Graphic Arts Institute of New England, and works manager, The Plimpton Press, Norwood, Mass., follows:

Chairman, Carlton M. Strong, Boston, manager, The Rumford Press; vice chairman, Arthur T. Howard, president, A. T. Howard Co., Boston; treasurer, Howard Wallingford, Tileston and Hollingsworth Co., Boston; secretary, Howard S. Patterson, secretary-manager, Graphic Arts Institute of N. E.

The following were named chairmen of committees: program, Arthur T. Howard; finance, Howard Wallingford; registration, Howard S. Patterson; hotel accommodations, Herbert Stephens, of U. S. Printing & Litho Co., Boston; publicity, Thomas J. Tierney.

Novel Campaign Stickers

Sheets of campaign stickers, half for Eisenhower and half for Stevenson are being distributed as a promotion by the H. S. Crocker Co., San Francisco, lithographing concern. The postage stamp size stickers are in black and green for Ike and black and blue for Adlai. Forty stickers of each man are on each sheet.

The reverse side carries a surprise slogan "For licking the tough ones, call Crocker's of course."

5-Color for Lord Baltimore

The Lord Baltimore Press, in Baltimore, is installing a new Harris five-color offset press, said to be one of the first five-color installations in the east. The company produces labels, cartons and other packaging materials by offset, letterpress and gravure in a modern plant of 165,000 square feet.



IT'S IPI FOR

RELY ON IPI

BLACKER OFFSET BLACKS

"Press-tested" to give you sharper, cleaner lithography

The new IPI Offset Halftone Blacks are winning acclaim with leading lithographers everywhere. Here's what they report: "IPI Offset Blacks dry faster, more uniformly . . . they print sharper, cleaner . . . they follow the fountain and work well on the press . . . they're the *blackest* blacks we've ever used."

The superb example at left was lithographed with one of the new IPI Offset Halftone Blacks. Note the delicate detail, the sharp, clean contrasts, the deep rich black—gained through using the right ink with the correct stock. No other blacks were ever made to do the job like IPI Offset Blacks.

And you get the same premium results with IPI Offset colors, formulated to give you brighter, stronger results. Try them, and compare them with the best regular and process colors you are now using. Send now for your copy of the new IPI Offset Color Guide.

Complete ink service for lithographers

IPI has everything for lithographers—the finest offset inks including famous IPI Lithogem inks, a complete line of litho supplies, and technical guidance in the field. The IPI Tri-Metal Plate, Vapolith Offset Blankets, Surface Coating Chemicals and sundry miscellaneous supplies are part of our extensive catalogue. Serving your lithographic needs is an experienced IPI salesman, backed by a national organization with the world's most modern research, ink making and service facilities—all strategically located coast-to-coast, ready to help you give your customers the best in offset lithography. You can rely on IPI every time for better lithographic inks and service.

IPI, "Press-tested", Tri-Metal, Vapolith and Lithogem are trademarks of Interchemical Corporation.

INTERCHEMICAL CORPORATION



Printing Ink Division • 67 West 44th Street, New York 36, New York

FOR LEADERSHIP IN INK RESEARCH

Reports on Fire Damage

Reports of fire damage at the Chicago plant of Gaetjens, Berger & Wirth, Inc., were exaggerated, according to Herbert Gaetjens, who last month stated that shipments of GBW inks, varnishes and other specialties were interrupted for not more than one day.

On Aug. 28th, a blaze flashed from one of the vats and swept through the flammable materials in part of the plant. The fire was brought under control without spreading to warehouse space where finished inks were stored. One fireman was injured. Operations were shut down completely by water in electrical conduits, but were resumed partially the next day. On that day also some orders were filled in spite of the confusion. Assessment of the damage showed a loss of less than \$30,000 which was covered by insurance, he said. GBW's stock of unfilled containers was a total loss, but was replaced readily within a week. Some machines that were damaged had been slated for replacement anyway and replacements were on order. This meant only hurry-up calls to the manufacturers for earlier delivery, which in most important cases was promised.

No organization can undergo the excitement, the breaking of production schedules and the extra clean-up work after water damage without some slow-up of production, Mr. Gaetjens added, but said that employees "took it in their stride, many working over the Labor Day weekend to restore order." If, during the fall, some delay is experienced in shipping certain items in the GBW line, or some cans are received with external rust spots, he believes "customers will understand this does not mean any relaxing" of the company's standards.

Dr. Ovink Speaks in Chicago

Dr. G. W. Ovink, typographical director of Amsterdam Continental, Holland, was the guest of the Chicago Typographers Association at a luncheon October 1 in the Swedish Club. Dr. Ovink is permanent secretary of the Dutch "50 Best Books"

jury, an instructor at the Plantin Institute of Printing and Graphic Arts in Antwerp, and author of numerous works on the history and aesthetics of printing and type design. "Advances in Modern Type Designing in Europe" was the subject of his talk, one of several he was scheduled to make on a tour of the U. S. sponsored by American Type Founders.

Distributes Audubon Reproduction

A full color 22 x 32" offset reproduction, suitable for framing, of the painting "The Wood Duck" by Audubon, was distributed last month by R. R. Donnelley & Sons Co., Chicago. Before sending out the reproduction, the company sent to each person on its list a brochure showing a black and white reproduction, and containing a sketch of Audubon's life, the story of the Audubon folio, notes on the wood duck, and information on how the noted wild life artist's originals were reproduced.

ATF Men Visit Vandercook

Members of the American Type Founders sales staff recently visited the Vandercook research laboratories in Chicago during a sales conference held in that city. E. O. Vandercook of Vandercook & Sons, was host. ATF officials on hand included E. A. Damon, sales manager, R. G. Marquardt, vice president, and Frank C. Gerhart, advertising and sales promotion manager.

Heads B & H Film Sales

Karl H. Foesten has been named manager of the film sales department of Bell & Howell Co., Chicago, it was announced October 1 by Carl Schreyer, vice-president in charge of merchandising. Mr. Foesten will be responsible for the sale of various types of films for government and commercial consumption produced by the company's Rochester (N. Y.) film division.

Mr. Foesten has over 25 years of experience in the photographic industry.

He also will serve as a technical consultant to industry and the graphic arts on photographic film problems.

Chicago Courses Under Way

Six educational courses sponsored by the Graphic Arts Association of Illinois got under way in Chicago last month, including one on offset estimating which started Sept. 24. Sixteen sessions on this subject have been scheduled with J. R. Schultz of the association's staff and Wayne Adams of Magill Weinsheimer Co., as instructors. Intended primarily for letterpress printers who have added or intend to add lithography to their facilities, the course covers all operations from copy through platemaking and presswork, for black and white or simple color work that can be produced by vacuum frame manipulation in platemaking. Since this course was first offered in 1943, up through 1951, a total of 253 students have been registered from 136 firms, the association announced. Other courses in the Illinois association's program deal with paper selection, selling printing, cost finding and budgeting, PIA Production Par and letterpress estimating.

Mail Conventions Held

The conventions of the Mail Advertising Service Association and the Direct Mail Advertising Association were scheduled to be held the week of October 5 at the Shoreham Hotel, Washington, D. C. The MASA was to run the first part of the week and the DMAA the latter part.

Adolph Wilmanns Dies

Adolph Wilmanns, 89, founder and former president of Wilmanns Lithographing Co., Milwaukee, died early in September. With his late brother, Hugo, Mr. Wilmanns founded the lithographing concern in 1891. He retired 10 years ago. The firm no longer is owned by the Wilmanns family.

Northern Firms Add Machines

Printing, Inc., Minneapolis, recently added a Rosback rotary perforator. Installation was by E. H. Edlund Co., that city. A Rosback auto-stitcher was installed by ATF in the plant of Lawson Printers, Inc., Battle Creek, Mich.

Set 5-Color Press Scales

Settlement of wage and manpower scales for five-color offset presses was agreed upon by the Employing Lithographers of San Francisco and Local 17 of the Amalgamated Lithographers on August 7th. The terms were included as a supplement to the regular wage scale agreement which expires October 22nd of this year.

Negotiations are currently under way for a new agreement. The 5-color supplement is retroactive to the date the presses began operating, earlier this year.

Three companies on the Coast have installed five-color offset presses: H.S. Crocker Co., a 76"; Stecher-Traung Lithograph Corp., a 72"; and Carton Label & Lithograph Co., a 59".

The scale on all sizes provides for 5 men on 5 color work, and 4 men (one feeder less) on 4-color work. Scales for different sizes and different numbers of colors are shown below:

For 76" press	5-color	4-color
No. 1 pressman	\$140.00	\$131.50
No. 2 pressman	108.00	105.50
First feeder	73.50	73.50
Second feeder	72.50	none
Fly-boy	59.00	59.00
For 72" press		
No. 1 pressman	135.00	126.50
No. 2 pressman	198.00	105.50
First feeder	73.50	73.50
Second feeder	72.50	none
Fly-boy	59.00	59.00
For 58" press		
No. 1 pressman	126.00	117.50
No. 2 pressman	106.00	103.50
First feeder	72.50	72.50
Second feeder	72.50	none
Fly-boy	59.00	59.00

Nearly 200,000 at Exhibit

The graphic arts exhibit at the California State Fair at Sacramento, sponsored by the City and County of San Francisco with the cooperation of the San Francisco Club of Printing House Craftsmen, entertained between 165,000 and 200,000 interested visitors, based on the quantity of literature distributed to them, during the eleven-day run.

Featured by three presses, all in operation at one time or another every day, and a variety of other printing plant equipment, there was



Calif. G. A. Council Meets

The executive committee of the Graphic Arts Council of California is shown here prior to the annual summer meeting held Aug. 23 at Hotel Leamington, Oakland. From left to right, they are: Garland W. Moore, Long Beach; Frank Burke, San Francisco; Herbert Silvius, president, Sacramento; Oliver Beckwith,

Oakland; and Hale Luff, Los Angeles.

About 35 persons attended the full day program which included panel discussions, luncheon, a tour of the University of California Press and a banquet. Production, sales and legislation were topics discussed.

a varied display of bookbinding, lithography, letterpress and novelty printing arranged on wall panels.

A display of early-day lithographed theatrical posters from the turn of the century caused considerable comment.

In addition to the 100-year-old Columbia Press, which was a center of interest, a Chandler & Price and an Original Heidelberg press printed for distribution to visitors the First Amendment to the Constitution of the United States, as well as a broadside giving statistical details of San Francisco's 650 graphic arts plants, and listing the firms and individuals co-operating in the exhibit.

Launch L. A. Course

Dale Magor, sales manager of the Jeffries Banknote Co., Los Angeles has launched a PIA-sponsored course for graphic arts salesmen, which began Sept. 30. The various steps of the course were listed as: figuring the first job, making the first call, individualizing the approach, exchanging ideas with customer, cultivating the customer, getting the order, submitting proposals, handling questions of technique, handling objections, meeting competition, improving customer relations, the salesman's continuing job, and salesmen's own projects.

Rules on Taking Accounts

A California Supreme Court decision of interest to the graphic arts industry was handed down recently, reversing Superior Court and District Court of Appeal rulings. The case involved a man who quit a Los Angeles firm to go into business for himself, and took some of his former employer's accounts along with him. The former employer sued to recover damages which, it claimed, were its right under a contract with the defendant.

The high tribunal ruled in effect that equity will not enjoin a former employee from soliciting business from his former employer's customers, provided his competition is fair and legal; an employer is entitled to protection against a former employee's use or disclosure of trade secrets given to the employee only for the purpose of carrying on the employer's business, but "matters of public or general interest cannot be protected as trade secrets."

The matter was summed up by the former employee's counsel as "the inherent right of a man to make a living," that is, any employee may go into business for himself so long as he solicits fairly and without slandering his former employer.

• PAPER •



FITCHBURG, MASS.

The Fitchburg Family
of Fine Papers
for Printing

- HILLCOURT
OFFSET
-
- HILLCREST
OFFSET
-
- ZENITH
OFFSET
-
- HILLCOURT
ENGLISH
FINISH
-
- HILLCOURT
GREETING CARD
-
- FITCHBURG
CONVERTING
PAPERS
-
- FITCHBURG
SPECIALTY
PAPERS

Fitchburg Paper Company FOUNDED IN 1861

MILLS AND MAIN OFFICE: FITCHBURG, MASS. N. Y. OFFICE: 250 PARK AVE., N. Y. 17

Compare It From Every Standpoint!

Lithographers who try ZENITH OFFSET acclaim it a great offset sheet. Perfectly adapted to the majority of jobs in the average plant, its reproduction qualities are entirely satisfactory. Its reasonable price and trouble-free performance keep costs low to allow a profit on closely figured jobs. ZENITH OFFSET is sold direct, mill-to-you. Make a test run on your own press—then compare! Write to the mill for samples.

ZENITH OFFSET

Southwest Offset Color Picture Magazine Goes National

NEW Mexico *Sun Trails*, a colorful pictorial magazine of the Southwest featuring numerous full page color reproductions by offset lithography this month is being placed in national distribution for news stand sales. Heretofore the magazine has been circulated only in the Southwest, with a distribution of around 10,000. The national circulation will be built up to about 300,000, and the magazine will carry no advertising in the national edition. It is priced at 35¢ per copy.

It is privately published in Albuquerque. Printing and lithographing is done by Ward Anderson Printing Co. in that city, and color separations are made by the New Mexico Engraving Co., Albuquerque.

The September issue contained 8 full pages of offset color process showing scenic views of the Southwest. Covers also were offset in full color.

New Calif. Craftsmen's Club

Santa Monica is the latest Southern California city to acquire a Club of Printing House Craftsmen. The group was organized in July, with Robert Ritterband, of Lincoln Printing Co., elected as first president. More than 80 turned out for the initial meeting. Among Los Angeles club members attending were president Cyril Stanley and Gordon Holmquist, president of the International Association of Printing House Craftsmen.

Louis Sloss Dead at 58

Louis Sloss, for more than 20 years one of the West's leading graphic arts executives, died September 5th in a San Francisco hospital following an operation. He would have been 59 the following week.

A graduate of Stanford University, Mr. Sloss served in the Air Corps during World War I. In 1930, he joined the H. S. Crocker Co., as vice-president. He held that post until his retirement a few months ago

Total pages were 64, with the black and white pages produced by letterpress.

J. M. Barber, treasurer of Ward Anderson Printing Co., who was in New York last month, said that the number of full color offset pages is being stepped up with the October issue.

Mr. Barber also reported that his firm is building a new one-story plant at 404 North 4th St., which will provide 12,000 square feet of space. The company now occupies 7000 feet at 418 W. Gold Ave. The new building is of brick construction and is air conditioned. Its foundations will permit addition of another story in the future which would almost double the space.

The company has been in the offset field for about three years, and now operates a Webendorfer 14 x 20", and two Harrises 21 x 28" and 28 x 34" in the offset department.

when he became vice-president and a partner in the Shanzer Mfg. Co., an agricultural machinery firm.

During the mid-thirties, he served as president of the Printers Board of Trade in San Francisco, and had long been an active member in the organization which succeeded it, the Employing Printers of San Francisco. In addition, Mr. Sloss was extremely active in civic affairs.

Mr. Sloss is survived by his widow, two daughters, a son, Louis Sloss, Jr., and his sister.

See County Saving in Offset

Commercial letterpress shops now are getting 95 percent of the Los Angeles county printing bill, but many officials think a switch to offset for some of the biggest jobs would save time and money.

In Los Angeles county, with more than 4,000,000 population, no actual printing, as such, is done by the county itself, although some departmental offices have office duplicating equipment to turn out memos, regu-

lation forms, engineering drawings and plans. But the county has no regular printing shop.

The county's huge population growth in the last decade has boosted its election precincts to 7500 — 2000 of them in the last two years, according to J. W. Hughes, county purchasing officer who thinks Benjamin Hite, county registrar of voters, could get out the great register faster and cheaper by offset. Hite, too, said he would like to see the election law changed so that he could get the great register produced by offset. He estimates it would save more than \$200,000 each time the job is done. (It is now produced by letterpress at a price of nine cents a line).

Recent changes in the election laws of California have extended the voters' registration period, so that there is less time to get the job out before election day.

Assemblyman Laughlin Waters offered a bill at the last California Legislature to change the law so that the great register could be produced by methods other than letterpress. It would have permitted setting the job up on addressograph plates. The bill was defeated, but may be offered again.

Federal Moves, Expands

The Federal Trade Lithograph Co., formerly located in Alhambra, Calif., is now in a new home at 1122 East 8th St., Los Angeles. Proprietor Bill Orr lists new equipment as a Mann 23 x 36" offset, a complete platemaking layout, and a new two-color offset press on order. The platemaking department is under the direction of Leonard Steinmetz. Federal serves the trade only.

Buys Big Bindery

The Cardoza Co. of San Francisco, already the largest trade bindery in the West, last month bought out the Benj. P. Keys Co., its major competitor in the San Francisco Bay Area. It was only 18 months ago that John G. and George L. Levison purchased the Cardoza Co. from T. J. "Tony" Cardoza. Seller of the Keys Co. was John G. Rogers.

'HEADLINES

COMPOSED RIGHT

IN YOUR OWN OFFICE

at 90%
saving of
display type cost with
"HEADLINER"



Headlines for catalogs, mailing pieces, house organs, literally every kind of printing job are easily, rapidly, inexpensively, made up right in your office with the new Headliner . . . an ingenious photo-lettering machine that delivers finished type-proofs ready for paste-up in ninety seconds. Headliner produces copy in all popular type styles and sizes ranging from 18 point to 72 point.

Operation is simplicity itself. An office girl can quickly become your "type compositor." No more waiting for proofs, no touch-up necessary, costly opaquing time is eliminated. With Headliner you save more than 90% of your display type cost . . . reduce overall mechanical production cost. Clip coupon for free illustrated brochure explaining step-by-step money-saving procedure with Headliner.



Makers of
the world-famous
Composing Machines



Coxhead
DSJ
Vari-Typer

RALPH C. COXHEAD CORPORATION
720 Frellinghuysen Avenue., Newark 5, N.J.

Please send me HEADLINER Booklet 204

NAME
COMPANY
ADDRESS
CITY ZONE STATE

Body copy produced on
DSJ Model - Headlines
photo-set by Headliner.

Houston Assn. Elects

William H. Marting, Office Supply Printing Co., was elected president of the Houston Graphic Arts Association, September 10 in the annual meeting held at Youngblood's. Other officers are John T. Crowley, Southern Printing Co., senior vice president; Jack Emmott, Jr., Loose Leaf Supply, recording secretary; and R. G. Montgomery, Montgomery Printing Co., treasurer. The following were elected directors: Berton F. Young, Craftsman Press, and Paul McCain, typographer. Holdover directors are Max M. Kaplan, Carmax Corp.; John Seymour, Graham Paper Co.; H. H. Carter, Goodwin & Carter; and Paul Schnitzen, Maverick-Clarke.

Carroll D. Blanchard, The Rein Co., is vice president and chairman of the Master Printers (open shop) Section; and Herbert C. May, Jr., of the Herbert C. May Co., is vice president and chairman of the Union Employers Section. O. K. Eden continues as executive secretary.

The feature of the meeting was an address by Roy Cowan, president of Southwest Printing Co., Dallas, who is also president of the Dallas Graphic Arts Association. Nearly 80 persons attended.

Offset Paper Rolls

Production of the new four-color offset newspaper production job of *The Argus*, Melbourne, Australia, is moving along well, T. W. Brown, illustrations manager, reported last month. The first edition of the newspaper, which featured four-color offset news pictures, came out a few weeks ago, and was described in *Modern Lithography*, (September, page 34). Mr. Brown writes, "I am enclosing copies of our next two issues printed with the offset and letterpress combination. We have had very good runs, and the last issue went to press at 11:30 p.m. and was all off at 3:30 a.m."

The full size metropolitan newspaper is printed on a web offset press running in tandem with newspaper presses at the rate of 15,000 cylinder revolutions per hour.

Buffalo Club Installs Officers

New officers of the Buffalo Club of Printing House Craftsmen were installed at a meeting at the Lancaster Country Club, Lancaster, N. Y., Sept. 18. Al Kolb was the installing officer. Club members played golf during the afternoon.

New officers are: president, J. Stanley Clark, IPI; vice president, Bernard V. Malinowski, Harold Warner Co.; secretary, William Hodgson, The Western Newspaper Union; treasurer, Rodney H. Orcutt, Kohler Electrotype Co.

Members of the board of governors are: Robert J. Hanley, Earl H. Hersberger, Joseph Klausman, Norbert Teloh, James E. Shaw, Charles H. Freytag, Edward L. Hiemenz, H. Carroll Jamerson, Herman Knochenhauer and Elmer Minnich.

N. Y. Assn. Elects

The Printing Industries Assn. of Western New York recently held its annual meeting at the Brookfield Country Club near Buffalo. The following were elected to the board of directors of the association for two years: Victor K. Besig, Harold P. Graser, Earl S. Hersberger, Lewis D. Pollack, Jr. and Penn R. Watson, Sr. Franklin B. Rogger was re-elected as area national director and George E. Strebel as executive vice president. Nicholas J. Keller was elected a trustee.

Guest speaker was William Kinsley of the Master Printers Section, Printing Industry of America.

Strathmore Council Meets

The annual meeting of the Strathmore advisory council was held at the Strathmore Paper Co. mills, Woronoco, Mass., September 4 and 5. Paper distributors from coast to coast attended.

The facilities of the Strathmore Lodge at Woronoco Heights were used during the program and a lamb barbecue at Strathmore Park in Woronoco was a feature of the entertainment.

Morning meetings were held on both September 4th and 5th. On



Demonstrate Small Press

The Miehle Printing Press & Mfg. Company, in cooperation with Edward Stern & Co., Inc., Philadelphia, recently held a press demonstration on their #29 off-set press. Lithographers and printers

in the Philadelphia area attended the demonstration and were given a thorough demonstration of the press. Pictured above are a group of the men during the evening demonstration.

September 4th, the meeting was called to order by Arthur W. Towne, chairman, following which F. Nelson Bridgham, Strathmore president, welcomed the Council members. Laurence W. Shattuck, general superintendent, spoke briefly on manufacturing operations. The Council members were taken through the company's No. 1 and No. 2 mills in Woronoco.

Montreal Executive Dies

Archibald Ross Forman, 71, member of a prominent Montreal business family, died Tuesday, September 16. Mr. Forman was associated with the firm of Lawson Lithographing and Folding Box Co., Montreal.

Installs 94" Trimmer

A 94" Seybold paper trimmer, said to be the largest in Canada, has been installed at the Georgetown mill of Provincial Paper, Ltd. The big cutter is equipped with the Seybold "air film table", and also with two conveyor tables to increase production. One of these loads stock from the back and the other unloads it from the front. The cutter knife is changed every eight hours to maintain sharp

trimming quality. The machine cuts to a tolerance of 1/64".

Recent installations of large size presses in Canada have caused a demand for larger sizes of stock, it was said.

Herman Wegehaupt Dies

Herman Wegehaupt, 76, a lithographer and for many years a foreman with A. C. Schultz Lithographing Co., Milwaukee, died last month following a heart attack. He had been with the company for 40 years.

Henry Boritzke Passes

Henry Boritzke, 56, a process artist with Brauer & Son, Milwaukee, died of a heart ailment last month. He had been with the firm, a trade plant, for 15 years. He was a member of the Milwaukee Litho Club.

Western Litho Appoints

New sales representative in San Francisco for the Western Lithograph Co. of Los Angeles is Robert H. Nielson who was formerly sales manager for Williams Lithograph of San Francisco. He will represent Western throughout Northern California.

"Wait'll he hears
there's no extra cost for

TICONDEROGA TEXT."

... Says the Printer

"Most of my customers expect distinctive Ticonderoga Text to cost far more than ordinary text papers. The actual price always comes as a pleasant surprise."



Here's what others say...



THE PRODUCTION MAN . . . "Wonderful printing qualities; wide choice of colors."



THE INK MAN . . . "Great affinity for ink . . . excellent background for color."



THE PRESSMAN . . . "Runs with less press time and spoilage."

TICONDEROGA TEXT . . . for that LUXURY LOOK

Distinctive Ticonderoga Text gives that extra richness of texture, the quality appearance so important in announcements, brochures, book jackets, programs, etc. . . . whether you print letterpress, offset lithography or sheet fed gravure.

Choose from Brite White, Cream White or seven attractive colors. Deckle or plain edge, laid or wave finishes . . . envelopes to match. For your cover select Ticonderoga Text Cover Weight.

"On my big mailing lists
the new 60-lb.

TICONDEROGA TEXT
saves me money."



International Paper COMPANY
PAPERS FOR PRINTING AND CONVERTING

220 East 42nd Street, New York 17, N. Y.

Dennis Joins Siebold

Frank J. Dennis, experienced in platemaking, presswork and lithographic production supervision has joined the sales staff of J. H. & G. B. Siebold, Inc., New York. He will work from Amsterdam, N. Y., and cover the upstate territory.

Mr. Dennis was born in England, educated in Toronto, Ontario, Canada, and served his apprenticeship with the Rolph Clark Stone Co., and the Miller Litho. Co. in Toronto. He came to the United States in 1927, worked for the Latham Litho. Co., Woodside, L. I., for two years, then moved to Amsterdam, N. Y., where he was employed for ten years by the Amsterdam Printing & Litho. Co. and two years for the Greenwood Litho. Co. of Albany. He became a citizen of the United States while residing in Amsterdam. In 1942 he enlisted in the U. S. Navy and served in the Hydrographic Office and Naval Intelligence. In 1943 he volunteered for service in the Far East. While in the Far East he erected and operated offset plants in Calcutta, India, and Chungking, China. He was honorably discharged from the Navy in 1946 with a Commission of Chief Warrant Officer.

After the war he became assistant manager and sales representative of the Commercial Decal Co. of Mt. Vernon, N. Y. For two years he was sales representative and branch manager of Fuchs & Lang Mfg. Div. in Cleveland.

He is a past president and honorary member of the Adirondack Club of Printing House Craftsman.

PSA Hears Smith

The New York Section, Technical Div., Photographic Society of America, held its opening fall meeting September 10 with Dan Smith, Interchemical Laboratories, New York, as speaker. Mr. Smith presented a paper, "Basic Colorimetry and Its Application to Color Reproduction," supplemented with demonstrations, charts and diagrams.

The group's next meetings were scheduled for October 8 and November 5. They are held in the Engineer-

ing Societies Building, 29 West 39 St., New York.

Wide Interest in Prtg. Week



Wider interest is being shown this year in preparation for observance of Printing Week in January, 1953. This is indicated by the appointment of Printing Week committees by 54 different Clubs of Printing House Craftsmen, Ferd Voiland, chairman of the International Printing Week Committee, reported to *Modern Lithography* last month. This number was expected to increase this fall as further preparations develop.

Printing Week kits have been prepared for local chairmen. These kits contain samples of promotion and materials used in previous Printing Week celebrations.

Mr. Voiland, who is State Printer of Kansas, may be addressed at 201 West Tenth Ave., Topeka, Kan.

To Test Ink-Rub

Gordon Dalsemer of Lord Baltimore Press, Baltimore, Md., and Edward Berg, Ace Carton Corp., Chicago, have been named to represent the Folding Paper Box Association of America in a series of ink-rub tests to be conducted jointly with the National Association of Printing Ink Makers and the Packaging Institute. Ace Carton Corp's Chicago plant will be the location of the tests, under supervision of representatives of the National Printing Ink Research Institute and technical personnel drawn from the folding box industry. Three ink-rub testing machines will be investigated and the joint committee will later evaluate results.

Plan Combined N. Y. Party

A combined Christmas party is to be held by four major New York graphic arts organizations this year instead of the individual events held in previous years, it was announced in September. The cooperating organizations are the Litho Club, Young Lithographers Assn., Printers Supply Salesmen's Guild, and the New York Club of Printing House Craftsmen.

The date has been set for Friday evening, December 12, and the place is the main ballroom of the Commodore Hotel. It will be a stag affair.

Harry Flowers, Flowers Color Photo Composing Lab., is chairman of the reservations and general arrangements committee; Jack Tisne, Schlegel Lithographing Corp., president of the Litho Club, is finance chairman; Ed Blank, Rogers-Kellogg-Stillson, is entertainment chairman; and co-chairmen of the hospitality committee are Art Tarling, Bingham Bros. Co., and Millard Friday, Sr., Blatchford Metals.

Nekoosa Shifts Gardiner

Announcement of the transfer of L. A. (Bill) Gardiner from the Nekoosa-Edwards Paper Co. Chicago office to the executive sales offices at Port Edwards, Wis., was made last month by Adam Remley, vice president in charge of sales. Mr. Gardiner has been with the sales department of Nekoosa-Edwards since 1936, having been a resident salesman in Detroit, prior to wartime service with the navy. After his return to civilian life he was placed in charge of the Los Angeles office and more recently has had his headquarters in Chicago.

Setting Book on Photon

Photo-typesetting for a book, one of the first commercial jobs to be undertaken with the Higonnet-Moyroud Photon machine, is now under way, it was announced by Photon, Inc., Cambridge, Mass. The company is manufacturing the machine for Graphic Arts Research Foundation, Inc. The book is "The Wonderful World of Insects," being published by Rinehart. A girl typist with no previous experience is to operate the machine in the test.

New Intaglio Club Meets

The first meeting of the newly formed Intaglio Crafts Club of Philadelphia was held at the Poor Richard Club September 17. This is said to be the first meeting of the first club formed in this country by practical craftsmen of the gravure printing industry. Preston W. Foote, Triangle Publications, president of the club, introduced several guests who offered congratulations to the new

group. They were Len S. Pinover, president, Gravure Technical Association and president Intaglio Service Corp., New York; Joseph A. Quigley, president, Intag Division, Inter-Chemical Corp.; Frank Sportelli, president, International Color Gravure, Inc.; A. W. Ferg, production manager, Gravure Division, Triangle Publications; Joseph Kneble, president, Litho Club of Philadelphia; Walter B. Morawski, president,

Phila. Club of Printing House Craftsmen; and William Lickfield, Editor, *Graphic Arts Review*.

The featured speakers were C. J. Murray, general manager of the Gravure Div., Triangle Publications, and George D. Beck, president of Beck Engraving Co. A sound color movie "Trees to Tribune," also was shown.

Oscar Smiel of Intaglio Service Corp., New York, is to address the November meeting.

Other officers of the club, besides Mr. Foote, are George Beatty, Whiting Patterson Co., vice president; Richard A. Burke, Triangle, secretary; Frank Rybacki, Triangle, treasurer; and Miss Dorothy Krucko, of Triangle, assistant secretary.



Every business which orders paper wall displays for distribution to salesmen, distributors, retailers, et al. has a big problem of waste through non-use.

Stuebing Metal Edges,* however, increase usage, for they make it easier to hang paper displays more neatly—faster . . . and the single center suspension point means straight hanging—automatically!

HELP YOUR CUSTOMERS!

Stuebing Metal Edges and Edging service—available at leading binderies and finishing houses, everywhere. Write for information!

... HELP YOURSELF TO EXTRA PROFITS!
RECOMMEND STUEBING METAL EDGES FOR USE ON

**CHARTS • MAPS • CALENDARS
INSTRUCTION SHEETS
POINT-OF-PURCHASE POSTERS**

*You see them on the top edge of most wall calendars

THE STUEBING AUTOMATIC MACHINE CO.

3424 Beekman St., Cincinnati 23, Ohio

To Exhibit in Phila.

The C. Walker Jones Company will exhibit company products at the "Made In Greater Philadelphia Show," November 14-21 at the exhibition hall of the Philadelphia Commercial Museum, it was announced in September by H. Howard Colehower, president of the firm.

The company, with plants in Warsaw, Indiana, Hatboro, Penna., and Philadelphia, makes seamless dampener roller covers, a roller cleaner for offset presses, and other products.

Book Men Meet

Alan Stephens, of Robert Burlen & Sons, Inc., Boston, new president of the Bookbinders Guild of New England, was to preside at the Guild's first dinner-meeting of the 1952-1953 season, to be held at the Park House, Boston, Oct. 3. He succeeded Robert J. Marcionette, Stanhope Bindery, Inc., Boston.

Guest speaker was John T. Parsons, chief accountant, Plimpton Press, and his subject, was to be "Manufacturing Costs and Taxes in Massachusetts."

Offers New Lens

The Apo Lenthar f/4.5 lens is being marketed by Willoughbys, New York. A five-element lens of original design, it is said to be excellent for color separation or transparency work.



Consultant to Commerce Sec'y.

L. C. (Jack) Bierach, (above) a Washington printing executive, has been appointed a special consultant to Secretary of Commerce Charles Sawyer on printing and lithography. "The Department of Commerce has benefitted substantially from surveys of its printing problems performed by Mr. Bierach in recent months. We are fortunate to have him accept formal appointment as a special consultant so that we may continue to have the benefit of his advice and counsel," Secretary Sawyer said.

Mr. Bierach recently joined the Haynes Lithograph Co., Silver Spring, Md. A sales executive in the printing industry in Washington for 20 years and a pioneer in the commercial development of offset printing, Mr. Bierach for the past six years has been with the Darby Printing Co. developing its lithographic department. He resigned as vice president of the Darby Company to join the Haynes firm which specializes in lithographic reproduction work.

Pitman Had Long Record

Harold M. Pitman, whose death was reported briefly here last month, had a long record in the graphic arts supply field. He had been in the field for over a half century. He first was with a supply firm in New York at the turn of the century, and in 1906 started his own firm, The Harold M. Pitman Co., in Chicago. The idea of a single supply house for all major needs of the graphic arts was a new concept at that time.

In 1945 Mr. Pitman observed his 50th year in the field. During those years his company also introduced many special processes and chemical methods in the trade.

He died August 10 at the age of 72. Only a week before his death he had visited graphic arts plants in Madison, Wis. Funeral services were held in Chicago.

225 at POPAI Outing

Over 225 persons attended the annual outing of the Point-of-Purchase Advertising Institute, held Sept. 12 at the Rock Spring Club, West Orange, N. J. About 150 played golf at the stag affair. Oases were set up to serve beer at the 9th and 19th holes on the course. A dinner and entertainment followed in the evening. Door prizes were awarded to almost everyone attending, according to J. Kingsley Gould, POPAI executive secretary. Ed Whitmore, president of Oberly & Newell Lithograph Corp., New York, was general chairman of the event.

Craftsmen Study Color

Color was scheduled as the theme of the Chicago Craftsmen's Oct. 21 meeting, with G. L. Erikson, vice president, Braden-Sutphin Ink Co., Cleveland, O., as principal speaker. Mr. Erikson was to present a graphic exposition of color harmony, color association and eye fatigue caused by color. On hand, too, was to be Walter Granville, head of the color research department of Container Corp. of America, to demonstrate the Ostwald color charts and explain the Ostwald color system. Preceding the dinner International Printing Ink's color film, "Rainbows To Order," was to be shown.

Phila. Uses AVs

The Junior Executives Club of Philadelphia has approved a plan to show the Lithographic Technical Foundation's audio visual series prior to its regular meetings. The first of the LTF's slide series, "Sensitivity Guide" was shown at the club's September 4 meeting in the Whittier Hotel.

N. Y. Company Moves

Gould Offset Printing Co., New York, last month moved to larger quarters at 154 W. 18 St., where about 8000 square feet are now occupied. The firm, headed by Harvey Gould, formerly was at 216 W. 18 St. Equipment includes camera and platemaking facilities, and presses up to 22 x 29".



Heads Lawson Division

Appointment of Carl Thumim (above) as manager of the manufacturing division has been announced by David W. Schulkind, president of the E. P. Lawson Co., New York, manufacturers of paper cutting machines and bindery equipment. The appointment is part of an expansion program.

From 1943 to 1952, Mr. Thumim was associated with the ITE Circuit Breaker Co., Philadelphia, most recently as chief engineer. Prior to 1943, Mr. Thumim was associated with the General Electric Co., handling all types of design—electrical, mechanical, pneumatic and hydraulic.

For his design of 287,000 volt High Speed Circuit Breaker for the Boulder Dam lines, he was given the Coffin Award by GE. With degrees from C. C. N. Y., M.I.T. and University of Pennsylvania, Lawson's new manufacturing division manager is a fellow of the American Society of Mechanical Engineers, a member of Phi Beta Kappa and the American Society of Naval Engineers.

Drury Opens Screen Dept.

A new department for silk screen printing is to be opened by Drury Printing Co., Dayton, Ohio, November 1, the company has announced. The company has leased 15,000 feet of floor area from the Adam Schantz Sr. Corp., and purchased the silk screen business of Edward N. Schoenberger, who will be manager of the new department. The printing and offset business will continue at 225 Ludlow St. William C. Drury is president of the concern.

Plan Baltimore Courses

Courses in Foreman-Management Training are to be offered in Baltimore this fall to members of the Graphic Arts Association in that city. The course will consist of ten weekly meetings, which were tentatively set to open September 29.



Uncle Sam might not have been...



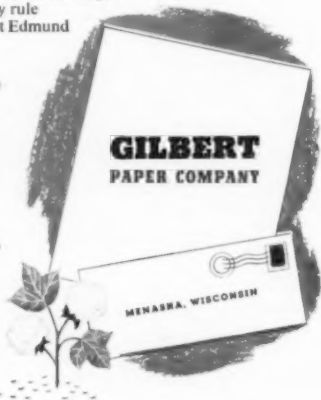
We might today be driving down the wrong side of the street and singing "God Save The Queen." That is if the fellow members of His Majesty's Parliament had listened to Edmund Burke back in 1774.

Edmund Burke never saw America. But it was perfectly clear to him that it would one day be a great power. "The question with me is not whether you have the right to make your people miserable but whether it is not your interest to make them happy." ... "Slavery they can have anywhere."

In brilliant letters and stirring addresses he fought the obnoxious taxes and the arbitrary rule England imposed on the colonies. But Edmund Burke in all of Parliament fought virtually alone.

The day of Edmund Burke had no specialized requirements for paper. Today the mechanized efficiency of the modern office requires many different types of paper. Gilbert offers the most complete line of new cotton fibre papers for office use... making it possible for you to select exactly the right paper for the right job from one source. And, tub-sized, air-dried Gilbert Papers are unsurpassed for sparkling appearance, snap, erasability, and toughness to withstand constant handling.

The leading paper merchants carry Gilbert Quality Papers. Ask for samples.



BOND • ONIONSKIN • LEDGER
INDEX DISTOL • MANUSCRIPT COVER • VELLUM • SAFETY
REPRODUCTION • BANKNOTE PAPERS

A good letterhead is always better-printed on a Gilbert Bond

Pkg. Meeting is Oct. 20-22

Packaging in the Advancing Atomic Age is the theme of the 14th annual forum of the Packaging Institute to be held in Hotel Commodore, New York, October 20-22. Sessions cover packaging problems for petroleum, drug and pharmaceutical products, food, printed packaging materials, adhesion problems, packaging equipment, shipping containers, and research and development.

Sessions are open to all who register. The Packaging Institute is located at 342 Madison Ave., New York.

Reports Web Progress

Fast web offset presses will be an important factor in improved newspaper production in the future, according to a report made at the September convention of the New York State Publishers Association at Lake Placid, N. Y. Frank E. Gannett, research committee chairman, listed fast web offset presses along with other developments such as more easily cast mats, and improved color reproduction methods. He credited the research programs of the Rochester Institute of Technology with much of the progress.

Magazine Show Oct. 15-24

The American Institute of Graphic Arts will open the Magazine Show 1952 to the public on October 15 at its headquarters at 13 East 67th St., New York. This show will be on view from October 15 to October 24 from 10 a.m. to 5 p.m. daily, except Saturday and Sunday.

This is the third in a series of exhibitions. From 563 individual magazines submitted, a panel of judges selected 149 magazines for hanging.

Photoengravers in Meeting

The annual convention and exhibits of the American Photoengravers Assn. were being held October 6-8 at the Drake Hotel, Chicago. Forty-five manufacturers and suppliers were to have exhibits, some of which were to be set up in the Knickerbocker Hotel across the street from the Drake.

Plan Prtg. Maintenance Sessions

In recognition of rising costs of maintenance in the printing and binding industries and the added engineering and personnel problems due to increasing mechanization, it has been decided to set aside two sessions of the forthcoming Plant Maintenance Conference exclusively for a discussion of printing and binding plants.

The conference takes place at the Public Auditorium, Cleveland, Jan. 19-22, concurrently with the Plant Maintenance Show. Many machines and products needed in maintenance will be exhibited.

The sessions devoted to the printing and binding industry, as well as those for paper mills and paper product plants, will be roundtable discussions conducted by a chairman and discussion leader. These three groups of talks will be held simultaneously. The first session will take place Tuesday, Jan. 20, from 2 to 4:30 p.m., and the second at the same time the next day. Those attending the first session will be encouraged to submit questions for answer at the second meeting.

In addition to these sessions of primary interest to the printing industry, there will be 60 other meetings dealing with general aspects of plant maintenance.

New Business Forms Co.

Unit Printing Co., Inc. has been organized in New Jersey to manufacture business forms. The firm is headed by Arthur Sharples, formerly with Terminal Lithographing Co., Hoboken, N. J. An ATF Webendorfer web offset press is on order, he said, and arrangements are being made for operating space in northern New Jersey. Collating equipment also will be installed, and continuous and snap-out forms will be produced. The new concern is expected to be in production early this winter.

Glover Dinner Held

The dinner honoring W. Harvey Glover on the occasion of his completion of 50 years in the lithograph-

ing industry was being held on September 27 at the Roosevelt Hotel, New York. A crowd of some 800 men and women were expected to attend, and a number of surprises were promised by the New York Printers Supply Salesmen's Guild, main sponsor of the affair. Over 20 other organizations also were co-sponsors. A report of the event will be published next month.

Joseph W. Hoover Dies



Joseph W. Hoover, board chairman of Joseph Hoover & Sons Co., 96-year-old Philadelphia lithographing and calendar concern, died September 13 at his summer home in Atlantic City, N. J. He was a son of Joseph Hoover who founded the company in 1856.

Mr. Hoover had been active in the lithographing industry and served as a member of the board of the National Assn. of Photo-Lithographers.

Reports on Fotosetter Uses

There are now 27 Intertype Fotosetters in use throughout the country, it was reported in a recent bulletin of the Lithographers National Association. These are located in 15 different plants. They are being used for book composition, tabular and ruled forms, continuous script, catalogs, advertising text and display, technical manuals, travel folders, magazines and house organs, letterheads, stationery and social announcements and map titles.

Cites Co. Publication Figures

Seventy-one percent of company publications, with a total circulation of 70,718,860 are printed by letterpress, while 23 percent are produced by offset-lithography, according to a recent survey made by the International Council of Industrial Editors' survey committee, headed by Philip J. Dahlberg, AP Parts Corp., Toledo. The graphic arts industry obtained a major share of the annual outlay of \$112,373,820 spent annually on some 6,500 publications. Salaries of editors and staffs took only a small percentage of the overall cost. Production costs were \$105 million.

Last year, 373 new publications entered the field. Of the grand total, one out of four is a newspaper, though the 1948 council survey showed magazines having but a slight edge over the newspaper style.

The trend, too, is toward more pictures. The survey showed that 92 percent of the publications contain more illustrations and photos than were used five years ago. As for color, 59% of the publications now contain more than one color.

Salesmen are pretty safe in considering the publication editor as the buyer of printing, engraving, etc. An overwhelming majority of the respondents who answered the query as to the degree of responsibility of the editor indicated that they decided on all purchases pertaining to the publication... only 11% indicated they did not.

Ketterlinus Plant Nearly Ready

The new plant of Ketterlinus Lithographic Mfg. Co., being erected in Primos, Pa., near Philadelphia, is nearly complete, and the 100 year old Philadelphia firm now is beginning to dismantle and move equipment to the new location. The operations are expected to be about completed by the end of this year.

The new plant provides about 100,000 square feet of space all on one floor. Working areas are air conditioned, and a truck loading platform and railroad siding will provide efficient means of handling paper, supplies, and shipments of finished goods.

NPA Kills Plate Order

Lifting of limitations on the length of time obsolete printing plates could be held by various printing establishments was announced September 25 by J. Noel Macy, director of the Printing and Publishing Division of the National Production Authority, Department of Commerce.

The action was effected through revocation of NPA Order M-65, Conservation of Metal in Printing Plates, which was issued May 31, 1951 to conserve supplies of copper,

aluminum, zinc, chromium and nickel.

The order set time limits on the length of time different branches of the printing industry could hold printing plates for plate owners and directed the owners of obsolete plates to sell or deliver them to scrap metal dealers, secondary smelters or refiners, or to melt and reuse them.

Mr. Macy explained that the easing of the metal supply situation has made possible complete revocation of the order. Although the shortage of nickel remains critical, the quantities of this material needed by the printing and

publishing industry are so small they offer no bar to revocation.

Honor 25 Year Men

Nine men who had completed 25 years as members of the New York Club of Printing House Craftsmen were honored by that organization at its September 18 meeting held at the Building Trades Club. Speaker of the evening was Fred W. Hoch, of Fred W. Hoch Associates, who also was one of the nine honored. Others were Edward P. Dahlinger, ATF; Edward C. Fielding, Intertype Corp.; Raymond Goldmann, of Rudolph Orthwine Corp.; Joseph J. Gorman, Eastern Press; Ernest Payne, Ernest Payne Corp.; Ernest F. Trotter, Walden Sons & Mott; David W. Schulkind, E. P. Lawson Co.; and Karel Wolke, typographic designer.

Henry Schneider, Charles Francis Press, newly elected third vice president of the International Assn. of Printing House Craftsmen, was introduced, and responded with brief remarks.

Harry Flowers, Flowers Color Photo Composing Laboratories, announced plans for the combined Christmas party to be held December 12 in cooperation with other graphic arts groups in the city.

William Goggins, Arco Manifold-ing Co., past president of the New York club, was presented with a framed certificate in appreciation of his services.

Boston in Type Meeting

"New Advances in Type Designing", a talk by Dr. G. W. Ovink, art director of Typefoundry Amsterdam, in Amsterdam, Holland, was the feature of the September 15 meeting of the Boston Club of Printing House Craftsmen. Dr. Ovink was introduced by Carl A. Nelson, American Type Founders.

Canadian Exhibition Held

The Canadian graphic arts exhibition was to be held in the Montreal Show Mart, Montreal, the week of October 6. The Canadian Graphic Arts Assn. also was holding its convention during the week in that city.

ONE CALL FOR ALL YOUR PHOTO NEEDS

at
NORMAN-WILLETS

• It's faster and more convenient to use NORMAN-WILLETS' "one call" service when you want equipment or supplies for your shop. We have available a complete stock of top-quality national brands from which we can fill your most exacting requirements. Whether you need one item or several, large or small . . . "One Call" gets them all!

CALL

Norman-Willets

Check
your needs
here:

- ✓ Arc Lamps
- ✓ **Cameras**
- ✓ Chemicals
- ✓ Equipment
- ✓ **Film**
- ✓ Lenses
- ✓ Paper
- ✓ **Plates**
- ✓ Screens
- ✓ Whirlers

LITHOGRAPHIC
TECHNICAL
FOUNDATION

NORMAN-WILLETS

GRAPHIC SUPPLY
COMPANY

105 N. WACKER DR.

CHICAGO 6, ILL.

New Process Transfers Printed Image to Rubber or Plastic

WHAT is called the first successful one-operation process for transferring multi-colored printed impressions from paper to either rubber or plastics was announced September 17 by Dr. R. V. Yohe president of American Anode, a division of the B. F. Goodrich Co., Akron, Ohio.

Dr. Yohe said the new ink transfer process, called Anolith, permits true reproduction of 300-screen half-tones in color. A separate printed label—on a type of paper in common use as magazine stock—is required for each transfer, he pointed out. No special kind of printing ink is needed.

"We foresee such possible applications as the imprinting of various side-wall color combinations on tires; patterns on Koroseal products, play ponds, beach balls and toys; labelling on conveyor belting and rubber matting; and printing on almost any other kind of rubber or plastic item," Dr. Yohe said.

Exclusive rights to the Anolith method have been granted to American Anode by the Soledad Company of Los Angeles, holder of the patent rights. American Anode, Dr. Yohe said, also has the right to sub-license the process.

The new method is economical and rapid, he said. He pointed out that the transferred image will last as long as the surface of the rubber because a slight curing operation permanently seals the impression. Tests show that multi-colored impressions transferred by this process remain brilliant and sharp and do not fade, Dr. Yohe added.

No information was given on how the ink is transferred.

Enters Offset Field

The Martin Printing Co., letterpress printers, located in the Caxton Building, Cleveland, have installed a 17 x 22 ATF offset press.

St. Louis Craftsmen Install



George Von Hoffmann, president of the Associated Printers and Lithographers of St. Louis, inducts Barney Meyer as president of the St. Louis Club of Printing House Craftsmen, for the coming year. Retiring president J. Denter Rink is in the rear.

The new officers are: Barney Meyer, president; Bob Heinrich, first vice-president; Emmett Sudhoff, second vice-president; Joe Ottersbach, treasurer; Bill Chase, secretary; and Joe Borgman, assistant secretary. The new members of the board of governors are: Bill Heins, Milton Voertman, John Braznell and John Bergman. Completing their second year as board members are Harry Hellman, Lloyd Miller, Joe Brennan and Jim Doyle.

Ballard with R & P

Hank Ballard, associated with Sinclair & Valentine's San Francisco office for more than 20 years, has been appointed manager for the San Francisco office of Roberts & Porter, Inc., lithographic supply firm. He succeeds Frank Lawrence who has returned to St. Louis.

List Dry-Offset Sources

Sources of high etch dry-offset plates for check safety-tints and other uses were listed in a recent bulletin of the Lithographers National Association. Those listed are: Wallace Miller Co., 466 W. Superior St., Chicago 10; Bryan & Brandenburg, 232 East 4th St., Los Angeles; and Wellesley Engravers, Wellesley, Mass. These plates also are being made by Graphic Arts Corp. of Ohio, 110 Ottawa St., Toledo 4, Ohio.

Exhibits Old World Work

"New Ideas from the Old World" is the title of a graphic arts exhibit now being shown in various cities in the Far West under the sponsorship of Zellerbach Paper Co. It comprises some 300 specimens of modern trends in advertising art and reproduction as seen in western Europe. A number of examples of offset lithography are included.

Although the sponsor says there are many unusual techniques to be found among the specimens, the presentation is not offered as a comparison of American and European art, printing, or use of paper. Rather, it is a combination "Idea Salon" and "Gallery of Inspiration" for creative printers and lithographers, and others who manufacture or use advertising.

Accompanying the exhibit is a monitor, or commentator, who translates the foreign language copy and identifies the various reproduction techniques.

All of the colorful material was collected personally on a three-month scouting tour through Europe by Garner J. Weigel, president of Merchandising Factors, a San Francisco advertising agency.

An Old World atmosphere pervades the exhibit room. Tying the setting together is a backdrop in third dimension representing the side of an old European building. Along the sides are screens in the form of simulated brick walls upon which are mounted an assortment of de luxe, whimsical cartoon posters.

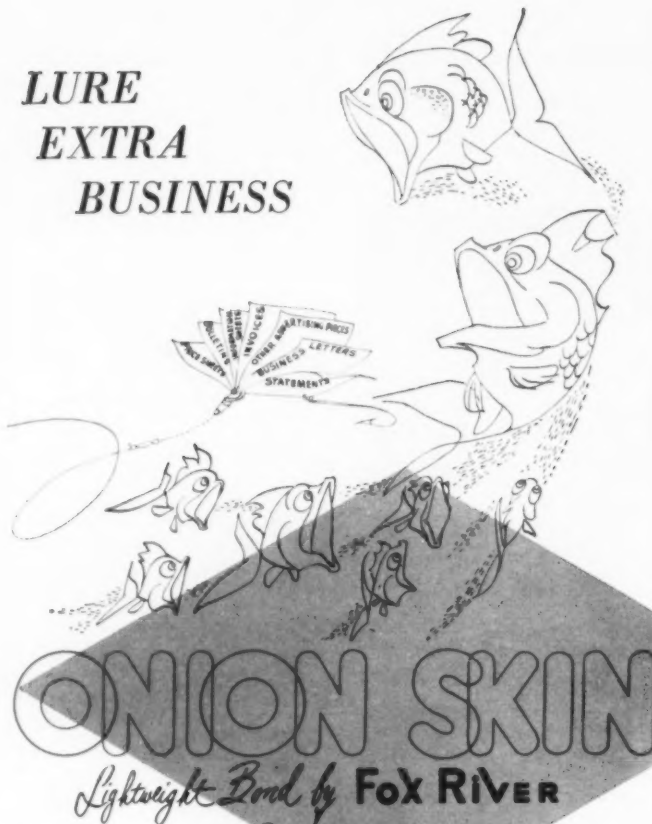
There are 16 panels of advertising specimens, in every technique and every process.

A 6-foot easel with an artist's canvas stands at the entrance. The center element on the canvas is a reproduction of the prize winning ECA poster rendered by the Dutch artist Reyn Dirksen. On the tables throughout the exhibit hall are a galaxy of European magazines and promotion books.

Korb Adds Press

The Korb Lithographing Co. of Cincinnati has installed a new Harris 21 x 28" offset press.

LURE EXTRA BUSINESS



On the line above you see the standby "printed lures" that catch business in every season. But when the "limit" is wanted from a mailing, often the catch can be stepped up by baiting the hook with Fox River Onion Skin.

Old messages, switched to airy Onion Skin, sometimes look like fresh bait. New messages printed on this lightweight bond make fishing for extra business easier — and often add nothing to the postage cost. Ask your Fox River merchant for samples. Write Fox River Paper Corp., Appleton, Wisconsin, for . . .

Free Kit of Printed Specimens



CIRCULARS



AIR MAIL
overseas and
extra-long
domestic letters



PRICE BOOKS



PLANT FORMS



Strathmore Advances Three

The Strathmore Paper Co., West Springfield, Mass. has just announced three advancements in its sales organization.

H. Paul Kimball has been advanced to manager of the mill sales office, to replace Nelson Feeley who has resigned to become general sales manager of the Hawthorne Paper Co., Kalamazoo, Mich. Mr. Kimball is a graduate of Northeastern University. He joined Strathmore in 1924. Mr. Kimball also will be field sales representative in the west territory, in addition to his responsibilities as manager of the mill sales office.

William G. Holmes has been promoted to field sales representative in the north central territory, previously covered by Mr. Feeley, and he also will be associate manager of the mill sales office. A graduate of Northeastern University, he has been with Strathmore for 24 years.

Kenneth E. Fales will be field sales representative in the southeast territory and will continue to be a member of the staff of the mill sales office. Mr. Fales also is a graduate of Northeastern.

Named Sales Manager

Robert Laughton has been appointed sales manager of Samuel Gabriel Sons and Co., New York, a division of American Colortype Co., Bertram A. Gabriel, president, announced.

Mr. Laughton formerly was sales manager of McLouglin Bros., children's book publishers. He served for six years in the navy, and previously was associated with the production department of Cuneo Press. He was graduated from Dickinson College in 1940.

Mr. Gabriel also announced two other new additions to the sales department. J. Felton Covington, Jr., will have responsibility for territory covering Washington, D. C., and large cities in the South.

Frank Hawkins, formerly a salesman for Bausch and Lomb, will be assigned to the sales division covering Ohio, Pennsylvania and New York state.

Installs Photocomposer

Dewey Miro, Rutherford Machinery Co. (left) and Charles Roeder, proprietor of Roeder Studios, Inc., Chicago, inspect work done with the new Rutherford photocomposing machine shown. The push-button controlled machine handles plates up to 76" size. (Other details published last month.)



Deluxe Moving to New Plant

T. R. Neumann, manager of Deluxe Check Printers, New York, announced in September that the company's operations now are being moved into the new building at 1155 Bloomfield Avenue, Clifton, N. J. The move entails addition of \$150,000 worth of new equipment, conveyor belt production, dehumidification, a unique lighting system which is the first in New Jersey, and a cafeteria for employees. The Mike Krasilovsky Trucking and Millwright Co., specialists in moving printing plants and machines, was moving Deluxe's equipment from 120 East 16th St., New York, and setting it up so full production could be resumed by September 29.

The new plant is a one story steel, brick and concrete structure providing 54,000 square feet of floor space. A new Harris press and a Chrysler "Air Temp" dehumidifier for lithographing will be added, as well as half a dozen imprinters with a capacity of 6,000 impressions an hour which were designed and built in Deluxe's own machine shop. The cafeteria is equipped with stainless steel units and formica counters. The entire staff of 130 persons will remain with the company, Mr. Neumann said, and additional personnel will be added.

Most unusual feature of the plant

is a new type luminous ceiling claimed to provide glare-free and shadowless lighting. It was installed by the Luminous Ceiling Corporation of Chicago and is of such interest to the Public Service Corporation of New Jersey that permission has been requested for its engineers to study the installation.

The plastic "ceiling" has no apertures. Light passes through the thin corrugated sheets, which are very translucent, Mr. Neumann said. An advantage claimed for the new system is that frequent attention is unnecessary. This is based on the fact that the life of the fluorescent tubes is calculated at eighteen months. At the end of that period the "ceiling" units are rolled up out of the way, all fluorescent tubes are removed whether they have burned out or not, and the building ceiling, plastic ceiling, and fixtures are thoroughly washed. The tubes that are still usable are used in more accessible spots around the plant until their life gives out.

New England Guild Golfs

The New England Printing Supply Salesmen's Guild held its Annual Golf Tournament for the President's Cup, at the Commonwealth Country Club, Newton, Mass., September 8 under summer skies. Frank E. Garrity, sales manager, Beacon Printing Ink Co., Boston, Guild

president, was host to the 100 present. A steak dinner was served in the evening.

Philip C. Shakespeare, Jr., New England manager, Kohl & Madden Printing Ink Co., Inc., won the President's trophy, for winning the kickers prize.

The *New England Printer and Lithographer* Cup went to Theodore McKinnon, of McKinnon Printing Co., Boston, for low gross. Many other prizes also were awarded.

Stanley G. Howell, Kohl & Madden, was chairman of the golf outing, a new venture for the guild. Carl A. Nelson, American Type Founders, was chairman of the dinner.

YLA Opens Season

The Young Lithographers Assn. of New York was scheduled to open its fall Season on October 8 with a talk by Murray Koff of Seagram Distillers Corp., "Packaged Promotion in the Seagram Manner." Meetings are held in the New York Advertising Club the second Wednesday of each month. William H. Glover, Sweeney Litho Co., Belleville, N. J. is president of the YLA.

Boston Craftsmen Meet

The Boston Club of Printing House Craftsmen held its first dinner-meeting of the fall season in the Hotel Gardner, Boston, September 15, with 80 in attendance.

James T. McGowan, manager, Carter, Rice and Co., Providence, R. I., and 1st District Craftsmen representative, gave a synopsis of activities at the August St. Louis International Craftsmen's convention.

Boston Group Meets

The Society of Printers of Boston, was to hold its first meeting of the fall-winter season at the Hotel Vendome, Boston, October 1. Albert R. Getchell was recently elected president of the group to succeed Daniel Bianchi, of Little, Brown & Co., Boston.

Mr. Getchell announced that the next meeting is called for Providence, R. I., on Nov. 15.

PIA Wins Association Honor

The Grand Award of the American Trade Association Executives, was presented to Printing Industry of America last month. The award was presented to James R. Brackett, general manager of PIA, by the Honorable Don C. Bliss, Minister, United States Embassy, Ottawa, Canada, on September 22 at a luncheon of the ATAE during its annual convention at the Royal York Hotel, Toronto.

PIA received the award for "having rendered outstanding service to the industry which it represents as well as to the American Public," as the inscription on the certificate reads.

A pamphlet distributed at the luncheon states further that PIA was singled out "for its excellent services to its industry and especially for its wide variety of useful services to one of the nation's largest industries of 'small business' units.

"PIA is a federation of nearly 50

state and local organizations. Following a reorganization in 1945, the association developed a program which has proved unusually well adapted to its industry's specialized needs.

"The activities include management services (production, sales, financial, and general), government relations, trade promotion, industrial relations (for both union and open shop members), trade practices, public relations, technical standards and specifications research, cost accounting, employee training, and other mutual-aid services to its 4,000 members."

The jury which selected Printing Industry of America as recipient of the ATAE award consisted of Charles Sawyer, secretary of Commerce, chairman; William J. Grede, president, National Association of Manufacturers; Dechard A. Hulcy, president, Chamber of Commerce of the United States; Edward H. Stromberg, director of publicity and publications, Northwestern University; and Dr. Ray B. Westerfield, professor of economics, Yale University.

In competing with hundreds of other national associations for the Grand Award, Printing Industry of America presented a large volume containing examples of its service in the fields of business management, government and public relations, industrial relations, and research and education, with a foreword by Mr. Brackett.

Mahoney Supt. at Hoover

James Mahoney, for 12 years assistant to Anthony Capello, recently retired superintendent of Joseph Hoover & Sons Co., Philadelphia, has been appointed superintendent. Mr. Mahoney has been with the company for 25 years. He is a member of the Litho Club of Philadelphia, and has served the club as a board member.

Weekly Paper Goes Offset

The Covina, Calif., *Sentinel*, a weekly newspaper, has announced that it is changing over from letterpress printing to offset. A. J. Jenner is publisher.



double double
toil and trouble
but...
**THE CHEMICAL
BUSINESS
HAS CHANGED**

No longer does the craftsman have to depend on a "mystic brew" to achieve the high quality reproduction so necessary today. Graphic Arts Chemicals are tested and tried — each formula is checked for accuracy and each batch of chemicals is made to the same exacting standards.

BESCO can supply most of the chemicals you'll need in your shop. Plate room, pressroom, art room and engraving chemicals are in stock ready to be shipped at a moment's notice. When you need chemicals, call the nearest BESCO office listed below.

BRIDGEPORT ENGRAVERS SUPPLY CO.

BRIDGEPORT 2, CONNECTICUT

BOSTON: 453 Atlantic Avenue • CLEVELAND: 1051 Power Avenue

NEW YORK: 525 W. 33 Street • CHICAGO: 900 N. Franklin Street

ATLANTA: 259 Peachtree St., N.E.

Announce Boston Meetings

Plans for meetings this fall of the Boston Litho Club were announced last month by Herbert L. Borden, vice president of Hub Offset Co., who is president of the Litho Club.

On October 6 there was to be a quiz program with John F. Maguire of New York, president of the National Association of Litho Clubs, as moderator. Panel members were to be James Beldotte, Winthrop Printing & Offset Co.; Carl Abele, Gevaert Co. of America; Harry (Doc) Mueller, Litho Chemical & Supply Co.; Paul Whysmusis, Interchemical Corp., Printing Ink Div.; and William L. Chopin, Kimberly-Clark Corp.

Michael H. Bruno, research manager of the Lithographic Technical Foundation, Chicago, is to address the club at the November 3 meeting.

At the meeting on December 8 two speakers are to discuss the subject "How Should the Job be Run, Letterpress or Offset?". The speakers are to be Albert R. Materazzi, Aeronautical Chart Service, Washington, D.C., and John M. Lupo, Jr., Direct Reproduction Corp., Brooklyn.

The club meets at the Gardner Hotel.

Arthur Olivieri, Henry H. Johnson Co., recently resigned from the club as treasurer, and George Nicholas, Acme Printing Co., was elected to replace him. Charles Anderson, Rand Avery, Gordon Taylor, Inc., also resigned from the club's board because of pressure of other activities.

New Ink Co. in Mass.

Pressmark Printing Ink Corp., 215 First Street, Cambridge, Mass., was formed recently for the manufacture of offset and letterpress inks, by John D. Hillis, formerly with Capitol Printing Ink Co., Washington, D. C. Treasurer of the new company, which occupies two thousand square feet of floor space, is H. Willard Clark, formerly associated with the Photo Tech Laboratories of Washington, D. C., as a chemist.

Oliver Fricke Dies

Oliver G. Fricke, Sr., 65, vice president of Sinclair & Valentine Co.,

New York, and acting manager of the company's Dayton, O., branch, died September 9 at his home in the latter city. He had been in ill health for about three years. Mr. Fricke had been associated with S & V for 28 years, prior to which, he was plant superintendent for the United Brethren Publishing Co., now the Otterbein Press.

He is survived by his wife, Clara May; a daughter, Mrs. Marian Lucille Coy of Cincinnati; two sons,

Oliver G., Jr., and William R. of Dayton; a sister, Mrs. Estrella D. Gretsinger of Milwaukee, and four grandchildren.

Fire Damages Equipment

Damage to printing equipment, estimated at \$1,000,000 resulted from a fire September 28 which destroyed the plant of Hudson Valley Printing Corp., Milton, N. Y.



This gummed envelope got too much water

The mail clerk soaked it, but the gum won't take hold until it becomes tacky. So he weights it — and waits! (Let's hope it holds!)



This gummed envelope didn't get enough water

It stuck immediately, but because the water did not penetrate the gum, the flap popped open in transit — contents lost or delivery delayed.



This taped envelope looks messy

but it shows what happens when mail clerks get tired of fussing with large gummed envelopes. However, the effect is not good and it's an added cost!



This taped envelope looks messy

but it shows what happens when mail clerks get tired of fussing with large gummed envelopes. However, the effect is not good and it's an added cost!

But this envelope is a **DUBL-GRIP SELF-SEAL**

PRESS TO SEAL



Every office can use these envelopes, printed by you. Ask your paper and envelope merchant for samples and selling story.

Made of tough Substance 32 Kraft with extra wide bottom seal. The flap and back each have two strips of self-sealing adhesive that requires no moisture. The mail clerk just presses down the flap — and Presto! it's sealed for life!

More and more mail is traveling first class — and bulky mail requires a tough, light-weight envelope that seals easily and holds securely. That's why more and more mailing departments are stocking these U.S.E. DUBL-GRIP SELF-SEAL ENVELOPES. Two sizes: 9½" x 12½" and 10" x 13", packed 100 to a box, 500 to a carton.



UNITED STATES ENVELOPE CO.
14 Divisions from Coast to Coast
Springfield 2, Massachusetts

Beaver Press Expands

Beaver Press, Inc., 19 Beaver St., New York, announced through newspaper advertisements in September that it now has additional plant facilities for printing and offset lithography at 42 New St., in the financial district. The company was established in 1919.

Issues Booklet Promotion

A promotion piece featuring a full color offset recipe booklet was issued last month by Von Hoffmann Press,

St. Louis. The booklet "Riceland Rice Recipes" was enclosed in french fold folder printed on cast-coated paper. A die-cut window in the front lets the full color of the booklet show through.

TECHNICAL BRIEFS

(Continued from Page 47)

An Evaluation Of The Hart Moisture Meter And The Moisture Register. K. W. Hardacker and R. D. Rawcliffe. *TAPPI* 35, 6, June, 1952, Pages 168-82A.

A study has been made of the reliability of the Hart Moisture Meter and the Moisture Register as instruments for measuring the moisture content of paper. In addition, a general investigation of the variation of the electrical resistance of paper with moisture content has been carried out. Measurements were made to determine the effect on the resistance-moisture characteristic of variations in fiber furnish, beating, pH, dyes, size, density, basic weight, and ash content of the sheet. The effects of most of these variables were large enough to make it necessary to obtain a separate Hart Meter or Moisture Register calibration curve for each sheet. 6 tables, 23 figures, and 27 references. *Bulletin of the Institute of Paper Chemistry* 22, No. 11, July, 1952, Pages 846-7.

***De Electrification Of The Paper Web.** Martin Buttner. *Das Papier* 6, No. 9/10, May, 1952, Pages 184-5; *Wochbl. Papier-fabr.* 80, No. 10, May 31, 1952, Page 318 (in German). A high-frequency generator (which furnishes high voltages with very low current intensities through suitable electrodes) serves to ionize the air surrounding the moving sheet, thus freeing it from static electricity. The equipment occupies little space and presents no hazards. 1 illustration in the first reference. *Bulletin of the Institute of Paper Chemistry* 22, No. 11, July, 1952, Pages 858-9. *Das Papier* is published by Eduard Roether Verlag, Liebigstrasses 24, Darmstadt, Germany.

Lithography—General

The Use of Low Molecular Weight Alcohols In Lithographic Fountain Solutions. L.E. Martinson. *Modern Lithography* 20, No. 8, August, 1952, Page 51. Low molecular weight alcohols may be added to fountain solution to reduce ink emulsification. Five to 50% by volume of alcohol is used if the ink contains no alcohol-soluble dyes. Its effect is to lower the surface tension between the ink and water, thereby decreasing the stability of that emulsion.

Graphic Arts—General

***Photoengraving Equipment.** U.S. Patent 2,600,295. Theodore Hommel. *Official Gazette* 659, No. 2, June 10, 1952, Page 565, 12. A photoengraving machine for exposing photosensitized cylinders comprising a table-like base, a lamp assembly swingably mounted for rocking movement above the base about an axis located in upwardly spaced parallel relation to the top surface of the base, and a cylinder-supporting carriage slidably mounted on the base for movement along a path at right angles to the axis of rotation of the lamp assembly, locking means optionally connecting the carriage rigidly to the base in an operative position in which the cylinder will be supported in precise co-axial alignment with the axis of rotation of the lamp assembly.

At Long Last. *Chemical and Engineering News* 30, No. 29, July 21, 1952, Page 2970. The second revision and codification of the patent laws in the nation's history awaits only the President's signature to become law. The last major revision took place in 1870. Principal purpose of the bill is the codification of the patent laws (Title 35, United States Code). This includes simplification and clarification of the language and arrange-

"NATSCO" PRODUCTS



FILMS	—	CHEMICALS
PLATES	—	CARBONS
SCREENS	—	CAMERAS
WHIRLERS	—	LAMPS

A Complete Line for the Graphic Arts

NATIONAL STEEL AND COPPER PLATE COMPANY

700 S. CLINTON STREET
CHICAGO 7, ILLINOIS

653 TENTH AVENUE
NEW YORK 19, NEW YORK

ment and elimination of obsolete and redundant provisions. In addition, there are some changes and innovations. One change, defining the term "process," clarifies the patentability of new uses of known materials; another allows addition or deletion of names of inventors in patents and patent applications to correct mistakes; a third sets forth the principles of contributory infringement, scope of which has been in doubt because of various court decisions.

***Color Matching Apparatus.** U.S. Patent 2,602,368. Norman F. Barnes. *Official Gazette* 660, No. 2, July 8, 1952, Pages 326-7. 1. In combination a photoelectric device arranged to receive light reflected from an object, means for illuminating said object with light including a group of adjacent wave lengths, means for selectively limiting the illuminating light to a substantially single wave length of said group and for periodically varying the selection of wave lengths by said limiting means through a predetermined range, means operating synchronously with said wave length selecting means and controlled by the output of said photoelectric device for producing a first curve representing the energy reflected by said object at the various wave lengths, and means including a fundamental and harmonic frequency generating and integrating network for producing a second curve similar to said first curve, said last means including means for indicating the relative amounts of fundamental and harmonic frequency components in said second curve.

Problem In Adherence. *Chemical Week* 71, No. 4, July 26, 1952, Pages 39 and 41 (2 pages). A discussion of the difficulties of printing on polyethylene. Basically, the chemical inertness of polyethylene causes the trouble, and in addition, the flexibility of the plastic requires a flexible ink film. Methods of overcoming these difficulties include coating the polyethylene film, pre-print treating the film to alter it chemically, and "electronic rearrangement of the molecules" (not explained). Details of these methods are hard to uncover, but a general discussion is given including IPI's "Anilox" method, treatment with chlorine before printing, Traver Corporation's "Loxtrite" and others. However, most companies admit they haven't yet developed a thoroughly satisfactory system.

***Electrophotographic Plate.** U.S. Patent 2,599,542. Chester F. Carlson. *Official Gazette* 659, No. 2, June 10, 1952, Page 365. 1. An electrophotographic plate comprising a conductive backing plate having a surface characterized by a pattern of alternate projections and depressions, said surface having between 1,600 and 160,000 depressions to the square inch, and a coating of photoconductive insulating material filling said depressions and having a smooth outer face at a height not exceeding 5 mils above said projections.

***Method And Apparatus For Measuring And Varying The Color Quality Of Light.** U.S. Patent 2,598,783. Virgil O. Gittus. *Official Gazette* 659, No. 1, June 3, 1952, Page 93. 6. In a device of the character described, in combination, a pair of photocells, means to apply a quantity of multi-colored light to one of said cells to set up an electric response, means to apply a component of a second

quantity of said light to said second cell whereby a second electric response may be set up, said second light quantity being in pre-determined ratio to said first quantity, a meter electrically connected to both said cells to indicate the difference of said electric responses, and means to apply a color compensating filter to both said light quantities whereby said electric responses may be equalized.

***Effect Of Deformation On The Corrosion Of Metals.** E. M. Zaretskii. *Zhur. Priklad. Khim.* (J. Appl. Chem.) 24, Pages 477-84 (1951). 3 mm. thick Cu; 3 mm. thick Zn; and 2 mm. thick Al were subjected to known tensile stresses 6, and the degree of corrosion was detd. by the loss of wt. in 24 hours. The corrosion of stresses Al in 0.3 M

HCl increases with 6 up to about 20%, then remains constant; in 0.5 M NaCl, it is constant up to about 6 = 70%, then increases (in 120 days experiments). With Zn in 0.0125 M H₂SO₄, the loss of weight increases with 6; the loss of tensile strength first decreases, remains constant between 6 = 10 and 50%, then increases. With Cu in 0.1 M (NH₄)₂SO₄, buffered to pH 2, the corrosion decreases somewhat with increasing pH; in 0.005 M H₂SO₄, stress has no effect on the corrosion. With steel in 1.5 M H₂SO₄, the corrosion increases with 6 only very slightly, more significantly at 6 = 70-90%. *Chemical Abstracts* 46, No. 11, June 10, 1952, Column 4984. Photocopies of this article may possibly be obtained from the U.S. Department of Agriculture Library, Washington 25, D.C.★★



GLAZCOTE

for **SCRATCH-PROOF PRINTING GLOSSIER IMPRESSIONS**

it's Homogenized

Gives ANY Ink **EXTRA** Protection

With Glazcote in the inks you use, you can be sure of delivering a top-quality job to your customers *every* time. Glazcote armors the ink surface to protect it from becoming scratched, scuffed or marred during cutting, scoring, folding and gathering. It protects impressions during stacking and shipping, too, so your jobs keep their quality. What's more, inks containing

Glazcote make glossier impressions, giving gleaming evidence of their higher quality.

The new Glazcote — new because it's homogenized — blends instantly and completely with any printing ink . . . including heat-set. It will never settle, separate, or chalk. And its cost is amazingly low.

Try Glazcote and see the difference it makes — and keeps. Get a trial 4 lb. can from your dealer or write us. If you are not completely satisfied, return the unused portion at our expense.



Central **COMPOUNDING COMPANY**

1718 North Damen Avenue • Chicago 47, Illinois

IN CANADA: CANADIAN FINE COLOR CO. LTD. TORONTO

EXPORT DIVISION: GUTHRIE CO. INC. 31-1 W. 41st St. New York 18, N.Y.

WHERE
SKILLED HANDS
DEMAND
THE BEST—
THE ANSWER IS—



Winsor & Newton's

Series 7

"ALBATA"

**For Lithographic Use
A Really Durable
Brush**

Finest Pure Red Sable Hair assures litho strength and fine point so essential to the retoucher and gives this brush extreme durability—even when used with the coarse, powdery pigments applied in opaquing, deep-etch staging and touching. Available in sizes 000 through 14. For unfailing satisfaction—ask your dealer for "Winsor & Newton's Series 7".



Canadian Agents:
THE HUGHES OWEN CO., LTD. • Head Office, MONTREAL

902 BROADWAY, NEW YORK 10

HOW MUCH CAN YOU SAVE EVERY DAY ON PRESS WASH-UPS

with

ROGERSOL 1-2-3?

**Check These Material Costs
Against Your Own . . .**

You'll agree **ROGERSOL 1-2-3** is Easier! Faster!
More Economical!

17" x 22" press	22" x 34" press	35" x 45" press
1 oz. Each Rogersol 1-2-3 Per Wash-Up	2 oz. Each Rogersol 1-2-3 Per Wash-Up	3 oz. Each Rogersol 1-2-3 Per Wash-Up
6.9¢	13.8¢	20.7¢

Material costs based on daily use of 1-2-3
at 55 Gal. drum rate.

- BLACK TO YELLOW IN 1 3-step wash up
- REMOVES HARMFUL GLAZE FROM ROLLERS
- LIFTS OUT VARNISHES, WAXES, PIGMENTS, GUM, giving you . . .
- BETTER INK DISTRIBUTION
- BETTER WATER CONTROL
- REDUCED SCUMMING
- REDUCED STRIPPING
- ELIMINATION OF "HICKIES"

ORDER TODAY On Money Back
Guarantee!

- 1 Gal. Each Rogersol 1-2-3
\$14.00 FOB Chicago
- 5 Gal. Each Rogersol 1-2-3
\$55.00 FOB Chicago

HARRY H. ROGERS CO.

5331 S. Cicero Avenue, Chicago, Illinois

Serving Graphic Arts Industry Since 1895
In Chicago Area Call Re liance 5-5100

LITHO CLUB NEWS

Plans Advanced for L. A. Club

Plans for a new Litho Club in Los Angeles are to be discussed this month by a dozen leading printers headed by Ray Burns of Ray Burns Printing. A preliminary survey of more than a score of graphic arts shops in Los Angeles and Hollywood indicated a general interest in the proposed organization.

Mr. Burns obtained considerable information and material from the National Association of Litho Clubs which he plans to present for consideration by those attending the preliminary meeting.

At the same time, the first fall meeting of the Los Angeles PIA Litho Group was scheduled at a joint session with the Lithographic Negative and Platemakers Association of Southern California. Since membership in the Litho Group is limited to executives and employees of firms affiliated with the PIA, many printers interested in the lithographic process but not connected with a PIA plant are seeking a new organization, one printer pointed out. Henry Henneberg, general manager of the Los Angeles PIA, did not indicate the purpose of the joint meeting of the two existing groups.

Twin City has Card Talk

A talk and a movie on playing card production featured the September 4 meeting of the Twin City Litho Club. Paul Rubin, Brown & Bigelow, was moderator, and 44 persons attended. The meeting was held in the Covered Wagon, Minneapolis.

Axel Lundgren, Louis F. Dow Co., has been appointed chairman of the club's annual dinner party; and Albert Leavitt, Printing, Inc., is chairman of the nominating committee. Robert Batten, Frontenac Press, has been named scribe for the remainder of the year. Announcement also was made of the election of Wesley Al-

brecht, Johnson Printing, as an active member.

The club's October 2 meeting was scheduled to be held in the Criterion, St. Paul, with Charles Harwood, Miehle Printing Press & Mfg. Co., as moderator of a "Miehle Night" discussion.

In a business session the club decided to raise its dues from \$6 to \$10 a year, and its initiation fee from \$5 to \$25. It also will recommend to the National Assn. of Litho Clubs, in its convention next year, that the per capita fee paid by local clubs be raised from 50¢ to \$1.50 in order to strengthen the NALC.

Reynolds at Philadelphia

A. P. Reynolds, director of the printing testing laboratories of the S. D. Warren Co., Cumberland Mills, Maine, was the speaker at the opening fall meeting of the Litho Club of Philadelphia on September 22. Mr. Reynolds, former chief chemist of Spaulding-Moss Co., Boston lithographing company, and a consultant on lithographic production, discussed problems involved in paper and ink relationships. He had numerous samples which he used as demonstrations to show effects of different types of papers.

The dinner meeting at the Poor Richard Club, also had as part of its business sessions nominations for officers and directors. Election is to be held at the October meeting.

Cleveland Club Meets

The first meeting of The Cleveland Litho Club for the fall and winter season was to be held September 26, in new quarters. Due to the former meeting quarters, The Towne Club, on Prospect Avenue, having been sold, The Litho Club meetings now are being held in The Cleveland Engineering Society building, located at 2136 East 19th Street. Future meet-

LITHO CLUB GUIDE

BALTIMORE

T. King Smith, Secy.
5720 Leith Walk
Baltimore 12, Md.

BOSTON

Carl B. Harris, Secy.
21 Sabin St.
Pawtucket, R. I.

CHICAGO

James Ludford, Secy.
216 N. Clinton St.
Chicago 6, Ill.

CINCINNATI

Wm. E. Staudt, Jr.
Young & Klein,
5137 Vine St.
Cincinnati 17.

CLEVELAND

Henry Huefner, Jr.
Photo Litho Plate Co.
113 St. Clair Ave. N. E.

CONNECTICUT VALLEY

C. J. Vandermark, Secy.
Vandermark Co.
133 Laurel St.
Hartford, Conn.

DALLAS

E. D. Malone, Secy.
Southwest Printing Co.
Dallas, Tex.

DAYTON

Edward Bode, Secy.
504 Marjorie Ave.
Dayton 4, Ohio

DETROIT

Norman J. Miller
Federal Lithograph Co.
858 W. Fort St., Detroit 26

MILWAUKEE

Steven F. Karabensh, Secy.
2421 N. 45 St.
Milwaukee 10, Wis.
Meets 4th Tuesday at the Miller Inn.

NEW YORK

Hammond Sullivan, Secy.
1065 Lorraine Ave.
Union, N. J.
Meets 4th Wednesday, Building Trade Club

OMAHA

Gladys L. Rohrs
404 Omaha Natl. Bank Bldg.

ONTARIO

Robert Elgie, Secy.
R. G. McLean Co.
Toronto, Ont.

PHILADELPHIA

Joseph Winterburg, Secy.
622 Race Street,
Philadelphia 6
Meets 4th Monday, Poor Richard Club.

QUEBEC

Dave Riddell, president
Montreal Litho. Co., Montreal, Canada

ROCHESTER

Carl Bigger, Sec'y.
Rochester Offset Plate Corp.
89 Allen St., Rochester.

ST. LOUIS

Raymond Benz, Secy.
Haltberg Press, Inc.
114 N. 7th St.

TWIN CITY

Harold Smith, Secy.
Route 2
Wayzata, Minn.

WASHINGTON

Fred J. Ringelmann, Secy.
PO Box 952, Benj. Franklin Sta.
Washington, D. C.
Meets 4th Tuesday.

NAT'L ASS'N. OF LITHO CLUBS

Angelo Pastorino, Exec. Secy.
2209 Avenue M., Brooklyn 10, N. Y.

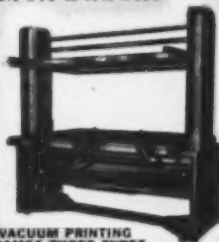
1ST

CHOICE IN LITHO PLATE EQUIPMENT

It's Brown...
It's Best...



TEMPERATURE
CONTROLLED SINK
31½" x 78" to 47½" x 108"



VACUUM PRINTING
FRAMES THREE TYPES
14" x 17" to 60" x 72"



PLATE WHIRLERS
20" x 24" to 52" x 76"



STAINLESS SINKS
22" x 28" to 52" x 76"



LAYOUT TABLES
20" x 24" to 50" x 77"



ARTIST'S
RETOUCH TABLE
20" x 36"

EIGHTEEN years of manufacturing lithographic plate making equipment has resulted in the development of the finest line of efficient, dependable sinks, whirlers, printing frames, layout tables and practically every other major item of equipment used in your plate room. From the temperature controlled sink which holds developing baths to the artist's retouch table which steps up the efficiency of your color separation work through its excellent design, you will find that every machine in the entire line will give you years of dependable service with little or no maintenance cost.

Write today for
complete catalog

W. A. BROWN MFG. CO.

2035 Charleston Street
Chicago (47) Illinois

Schultz

DEEP ETCH

chemicals

Proved dependable and economical in leading litho plants for more than a decade. You too will find it profitable to standardize on Schultz Chemicals for all your deep etch requirements.

H. J. SCHULTZ

1240 W. MORSE AVE. CHICAGO 26, ILL.

ings will be held on the 4th Friday of the month.

The program for the September meeting was "Camera Techniques." The panel, as announced was: Ernie Dean, of Photo Color Co. — Color Separation; Harry Zollars of Copifyer Litho Corp.—Line; Frank Payer of Rex Litho Plate Co.—Halftone; and Andy Balika of Copifyer Corp., moderator.

Cincinnati Hears Football Man

The Cincinnati Litho Club planned an open meeting in Hotel Alms on Oct. 14, at which Dan Tehan, Hamilton County Sheriff and nationally known football referee, was to speak on "Sports." The meeting was to be preceded by a buffet dinner.

Several hundred members and guests were expected at the annual club cocktail party and dinner dance on Oct. 1 at the Cincinnati Club. The arrangements committee included Norman Thye, Palm Brothers Decalcomania Co., chairman; Dale Beeth, U. S. Printing and Lithograph Co.; Ralph Eckert, Nielsen Lithographing Co., and Clifford Schopper, Progress Lithographing Co.

Frank Petersen of the Nielsen Lithographing Co., has been appointed educational chairman for the club by president Richard Fischer.

Baltimore Holds Gravure Talk

A talk on rotogravure production as carried on by a large publishing concern was the feature of the September 15 meeting of the Litho Club of Baltimore, meeting at the Stafford Hotel. The speaker was Preston W. Foote of the Gravure Div., Triangle Publications, Philadelphia. The company is publisher of the *Philadelphia Inquirer*, *Seventeen* magazine, and other publications. Mr. Foote discussed the history and progress of rotogravure and told of procedures used at present in modern large volume gravure production.

Nat Gamse, Gamse Litho Co., heads a slate of nominees scheduled for election at the Oct. 20 meeting at the Stafford. William J. Stevens, Miehle Printing Press & Mfg. Co. is to speak.

Talks on Plastic Maps

"Production of Plastic Relief Maps" was the subject of a talk by C. S. Spooner, Jr., of Army Map Service, on September 23 at the Washington Litho Club. Mr. Spooner, a navy officer in World War II, now is in charge of the Army Map Service Relief Map Division. He showed various kinds of lithographed plastic maps which are molded in relief after printing to provide realistic information.

It was the opening meeting of the fall season for the club, and was held in the Continental Hotel.

Mr. Spooner addressed the club, after earlier plans for a tour of the AMS lithographing plant had been changed. This visit will be scheduled for a later date, the club announced.

Nominations were made for the annual election to be held at the October meeting. Robert E. Rossell, Engineer Research & Development Laboratories, is president of the club, and Jack O. Blades, Acacia Mutual Life Insurance Co., heads the slate nominated for the next term. He is second vice president of the National Assn. of Litho Clubs.

New members announced by the Washington Litho Club are: Gordon Kimball, George W. Williams, and E. Earl Atwood, all of GPO; Perry R. Gilbert, Army Map Service; and William Hicks, Miller Printing Machinery Co.

The club announced that its annual Christmas Party will be held Saturday evening, December 6 at the Shoreham Hotel.

N. Y. Club in Masking Session

A session on photographic masking opened the fall season September 24 for the Litho Club of New York. More than 140 members and guests gathered for dinner at the Building Trades Club, and participated in a panel discussion on masking. Its value, the extent of its use, and problems of standardizing procedures were considered from the viewpoints of the executive, the photographer and the art foreman.

William Falconer, Eastman Kodak Stores arranged the panel and acted

as moderator. Panel members were William Winship, Brett Lithographing Co.; Phil Quartararo, Kindred, MacLean & Co.; Walter Frezendorf, Daniel Murphy & Co.; and Eno Tuisanen, National Process Co.

Jacques Tisne, Schlegel Lithographing Corp., who is president of the New York club, was absent because of illness, and Angelo Pustorino, Daniel Murphy & Co., club vice president, presided. Regular meetings are held the fourth Wednesday of each month.

At the club's November meeting a panel discussion of platemaking is to be held. W. Harvey Glover, Sweeney Litho Co., is to be moderator.

It also was announced that the club this year will join with the Craftsmen, Young Lithographers and the Printers Supply Salesmen's Guild in a joint Christmas party. It is to be held Friday evening, December 12 at the Commodore Hotel.

St. Louis Club Meets

The September meeting of the St. Louis Litho Club was for members only, and the group had a discussion on the latest camera technique as told by Frank Lederle.

Speaker for the October 2nd meeting was to be Charles Manuel of American Type Founders. The meeting was to be held in the York Hotel, with guests invited.

Milwaukee Plans Dance

The annual fall dinner dance of the Milwaukee Litho Club is planned for Saturday evening, November 1 at Moser's Cafe, the club has announced. Tickets were to go on sale at the September 23 meeting, held at the same place.

At the September meeting, Don E. Crews, vice president of Sam'l Bingham's Son Mfg. Co., Chicago, was to speak on offset press rollers.

Detroit Club in First Meet

The first fall meeting of the Detroit Litho Club was to be held September 11 as a ladies night event, as it has been in past years. The dinner, with entertainment, was to be at Carl's Chop House.

SERVICE PLUS QUALITY!

HAS MADE OUR PLANT THE WORLD'S LARGEST

We Specialize in all sizes
MULTILITH and DAVIDSON PLATES
3M ALUMINUM PRESENSITIZED PLATES



All sizes **ZINC and ALUMINUM PLATES**
UNGRAINED-GRAINED-REGRAINED



35-51 Box Street

Tel. EVergreen 9-4260-4261

Brooklyn 22, N. Y.

NEUSEL'S

From Coast to Coast Lithographers are switching to

NEUSEL'S FINE

DEEP-ETCH CHEMICALS

The Finest and Most Economical Deep-
Etch Chemicals on the Market Today

Guaranteed Service and Uniformity

H. NEUSEL'S CHEMICALS 1724 GREENLEAF AVE. CHICAGO, ILL.

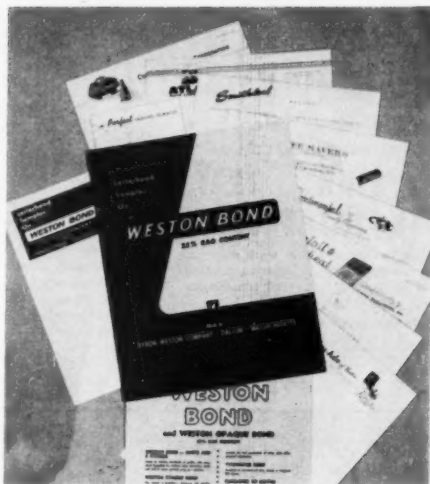
TRY THEM

EQUIPMENT

SUPPLIES, SERVICES, BULLETINS

Letterhead Portfolio

This portfolio of letterheads executed on Weston Bond and Weston Opaque Bond, 25% rag content, has just been released by Byron Weston Co., Dalton, Mass., and is available through Weston distributors or from the company. It features a collection of letterhead designs used by well known companies and includes specimens of black-and-white, two-color and multi-color letterheads done by letterpress, lithography and die stamp engraving. The portfolio is designed to provide lithographers and printers with a letterhead collection that can be used to help customers and prospects visualize the appearance of a letterhead executed by any process, to study design trends, and to illustrate the effectiveness of quality bond paper as a background for fine letterheads. The portfolio also contains complete information on the range of sizes, weights and colors in



which Weston Bond is available as well as a sample test envelope demonstrating "Grip-Quik" instant sealing flap gum available on envelopes to match.

Book on Layout

A manual of basic principles of design and layout in printing has been written by R. Randolph Karch of Dillsburg, Pa., graphic arts educator. Publication of the book, entitled "Basic Lessons in Printing Layout," was announced by Bruce Publishing Company, 400 N. Broadway, Milwaukee 1, Wis.

Written with a stress on the elements of layout, the book is adaptable for use in vocational schools, high schools and college courses in typography, printing, advertising, journalism and related fields, for on-the-job training of apprentices and by those active in graphic arts.

In four main sections, Mr. Karch presents the essentials of typographic design, display composition, correct spacing and how to copyfit manuscript. Hundreds of illustrations are included in the text.

The book has hard covers, contains 144 pages and is priced at \$1.96.

Intertype Issues Catalog

A new 80-page catalog, containing pictures and latest information on Intertype line-casting machines, magazine and matrix equipment, accessories and special features, has been announced by Intertype Corporation, 360 Furman St., Brooklyn 2, N. Y.

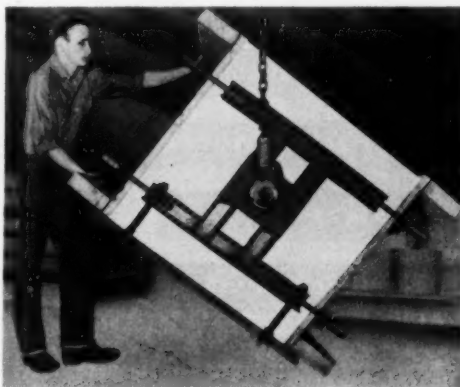
Four major sections are devoted to the features of Intertype line composing machines.

The catalog also has two charts, one showing magazine equipment available with each model, the other indicating whether features and accessories are standard or optional equipment.

Copies are available from Intertype District Offices, or from the home office.

Skid Turner Now offered

The Rollaskid device for inverting skids of paper is now being manufactured and is offered to the graphic arts trades by M. L. Abrams Co., 1841 Prospect Ave., Cleveland 15, Ohio. As reported here several months ago, the device was developed by Phillip Jenkins, superintendent of Columbus Bank Note Co., Columbus, Ohio, who found that he could turn skids over in eight minutes and reduce press waiting time. The use of the Rollaskid also eliminated finger marks, smears, and marred sheets which sometimes



result from hand flopping of piles. The device now is available for immediate shipment, the Abrams company says.

TOPS IN ANY COMPANY!

LEEDAL

**STAINLESS STEEL
GRAPHIC ARTS
PROCESSING EQUIPMENT**

Finest Quality 18-8 High-Luster Satin Finish Stainless Steel • Engineered Design

**HEAVY DUTY SINKS - TRAYS
UTILITY SINKS-PLATE TROUGHS**

All scientifically designed for faster, better work and ease of handling plates and film. LEEDAL Exclusive Features include Heli-arc welded joints, master crafted construction, extensive size range.

Custom-built Equipment Made-to-Order.

SEE YOUR SUPPLY HOUSE SALES REPRESENTATIVE OR
WRITE TODAY FOR ILLUSTRATED CIRCULAR No. L249.



OFFSET PLATE TROUGH

Sturdy gage, High-Luster Satin Finish Stainless Steel. Complete with stand, perforated brass sprays—full length of trough. 1½" Stainless Steel standpipe. Steel storage shelf with front and back stop. Lattice drain rack of kiln-dried wood, smooth rounded edges.

LEEDAL STAINLESS STEEL PRODUCTS, INC., 2707 South Wells Street, CHICAGO 16, ILLINOIS

*A Complete
Service!*

OFFSET PLATES

ADVERTISING ART

COMMERCIAL PHOTOGRAPHY

LETTERPRESS PLATES

ROTOGRAVURE



*every job
Large or Small*

*In fact, every job
receives the same careful attention,
the same quick delivery. That's policy...*

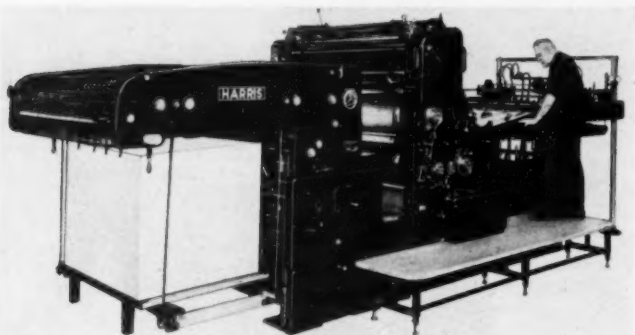
THAT'S *Graphic Arts*
MAKERS OF FINE PRINTING PLATES

GRAPHIC ARTS CORPORATION OF OHIO

110 OTTAWA STREET • TOLEDO 4, OHIO
DETROIT NEW YORK CHICAGO



New Harris Press Announced in 3 Sizes; Also 2-Colors



A new Harris offset press, made in three different sizes — 28 x 42", 30 x 43" and 35 x 45" — has been field tested successfully and now is available, according to Ren R. Perry, vice president for sales of Harris-Seybold Co.

Made in both single and two-color models, more than 20 of the new machines have been shipped and are in use, Mr. Perry stated.

Visitors to the PIA convention in St. Louis, October 13-16, will have an opportunity to see one of the new Harris in action. The Hart Printing Company of that city, which recently installed a two-color model in the 35 x 45" size, is cooperating with Harris-Seybold in a special display of its press during the convention. The new model also will be on display in Chicago, New York and Cleveland later in the winter.

All three sizes of the new press are equipped with bearers on plate and blanket cylinders, providing a constant

distance between cylinder surfaces for faster makeready and greater fidelity of image reproduction. They also have the new Harris inker, containing 21 separate rollers in a patented arrangement. Stream feed is provided, and feed roll register. Maximum speed for both single and two-color models is up to 6500 sheets per hour.

Other new features of the latest Harris include a cantilever delivery with vacuum-wheel sheet-slowdowns, and a new type pile-height regulator. The feeder has an improved sheet separating assembly and a self-locking tape over-guide. Form rollers can be set by new outside adjustments which do not require wrenches, guards are held closed by magnetic latches, and both feeder and delivery piles can be operated by power or manually.

Further information on the new press is available from Harris-Seybold, at 4510 East 71st Street, Cleveland 5, Ohio, or at any of its 15 regional offices.

Ink Drying Process Licensed

The Meyercord Co., Chicago, has announced the availability of its "Chem-Dry" decalcomania ink drying process for use under licensing arrangements for drying other types of printed matter, also industrial varnishes and many paints. The process was developed at Armour Research Foundation of the Illinois Institute of Technology as a private research project to find some means of speeding up the drying of Meyercord decals. Formerly this required from 24 hours to a week, but the new Chem-Dry process, it is claimed, now does the job in from two to 20 seconds. This is accomplished by use of a sulfur dichloride vapor which reacts with pigment oils as coated materials move through an enclosed drying chamber on an endless belt. After treatment with the vapor, the coated products are dust and tack

free, can be handled, stacked, packaged or given a second coat, while space formerly required for drying is released for other purposes. Sulfur dioxide is cheap, costing about 11 cents a pound at present, and it does not damage paper, cloth, metal, wood, glass or plastic surfaces on which the inks or coating materials may be applied, it was said. Armour Research Foundation investigators obtained both U. S. and foreign patents, then assigned these to the Meyercord Co., which, in turn has designated H. L. Barnebey, Pittsburgh, Pa., as exclusive licensing agent.

How to Recognize Types

"How to Recognize Type Faces" is the title of a book published last month. The author is R. Randolph Karch, graphic arts educator and author, and the book was published by McKnight & McKnight Publish-

ing Co., Market & Center Streets, Bloomington, Ill. (268 pages, 5½ x 8½, cloth bound with jacket, \$6.00).

The publisher says that all type faces now sold in fonts or matrix form in the U. S. are included in the book. The 1,475 different faces are arranged in order of their likenesses. In addition type faces are classified in families, fonts, series, and are discussed from the standpoint of design and effect on size, comparative "color," parts of a type face, effect of gravure screen on type, etc. Also, differences in type faces which appear similar are pointed out.

Book on Spacing Lettering

A new book "Letters Analyzed and Spaced" (Exposition Press, New York \$5.00), has just been published. The author is Edward M. Weeks, who has devised a system which makes it possible to reproduce the most popular of engravers' alphabets accurately and artistically. Using this system the student as well as the more experienced designer can turn out professional-looking hand lettering.

The system is based upon what he calls "spacing tables." There are two of these tables for each of seven alphabets—different types of Roman, Gothic, and Uncial. The first shows the proportions of the various elements of the letters; the other, spaces to be used between combinations of letters.

Over 60 illustrations demonstrate and explain the principles Mr. Weeks utilizes. With their use, the book will help anyone engaged in lettering.

Edward M. Weeks was apprenticed as a script letter engraver to Bailey, Banks and Biddle of Philadelphia, and later for ten years he was in the Philadelphia office of the American Bank Note Co. In 1900, he was appointed to the Federal Bureau of Engraving and Printing. In 1925, he was appointed foreman of letter engravers at the Bureau and later became assistant to the superintendent of engraving. Still later, he was made Superintendent. Now retired, he lives in Washington, D. C.

He is the designer of the back of the current one-dollar bill.



answers the quality printer's demand for rich-toned reproduction
with *Frankenthal Palatia Sheet-fed Gravure Presses*

Superbly built for speed,
exactitude, unusual simplicity of operation.

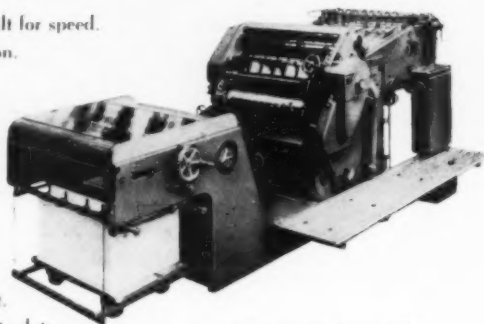
Unequalled for single tone
and multicolor reproduction.

Both continuous surface sleeve and plate models.

Exclusive patented features,
as: pre-gripper-swinging-lay
for absolute register at all speeds;
test tray for checking sheets
while press is running.

Meticulous precision-craftsmanship throughout.

Write for complete data.



This ad set in Rondo Bold, Egmont Family

Amsterdam Continental

Types and Graphic Equipment Inc.

268, 276 Fourth Avenue, New York 10, N. Y.

Insure Profitable Press Operation with

BALDWIN PRODUCTS

For faster ink roller wash-ups: **BALDWIN PRESS WASHER**

For consistent ink fountain feeding: **BALDWIN INK AGITATOR**

For uniform damping: **BALDWIN WATER LEVEL**

For better ink distribution: **BALDWIN VIBRATOR ROLLER**

For improved damping control in open areas:

BALDWIN WATER STOPS

All Baldwin Products are made by

WILLIAM GEGENHEIMER COMPANY

80 Roebling Street • Brooklyn, N. Y. • Evergreen 8-5610

Announce Plastic Sheet Color Proving Process

A NEW rapid color-proving process for lithography has just been introduced by Direct Reproduction Corp.

The Watercote process is basically a proving process involving the use of colored emulsion superimposed on an opaque white plastic sheet, yielding a positive colored print. The plastic used is Loftrite #30, a dimensionally stable type of the vinylite family.

The colored emulsions are synthetic in composition and contain colors which closely approximate process colors. They are furnished in yellow, red, blue, black and an extender. These colors can be blended to receive secondary colors and can be extended to fine shades and tints for tertiary colors.

The Watercote procedure is quite similar to that of making a non-photographic blue line print. The color desired is coated on a plastic sheet (Loftrite #30) in a conventional whirler, allowed to dry, then exposed to a negative in a vacuum frame. Exposure time is variable, but might be considered to be within the normal exposure given a deep etch plate. After exposure, development is carried out by a weak solution of ammonia-water. (1 oz. ammonium hydroxide 26-28% to 1 gallon of water). The non-exposed areas develop out and the exposed areas are rendered water-insoluble by exposure. The next color is then coated over the first. Drying is not necessary to harden or place any protective coating over the first color. This procedure then can be carried out with any number of colors, almost indefinitely. The finished print is water resistant to a very high degree and has excellent chemical resistance, the company said.

The process itself cannot be considered as a true color proving procedure, due to the many variables of proving involved, the manufacturer explained. To begin with, a print

on the plastic will not yield the same results as a print on paper. The colors, although process, will never be able to compensate for the experience and knowledge of a pressman who can vary and adjust inks to achieve the results desired.

The process itself will find its use as low cost insurance on all color jobs to check errors of omission or commission before the expensive proving or press-plates are made. It can also be used as a quick proof for dot etchers to check work in progress for color, tints, etc. The process is economical enough to be used as a check on large size plates to check position, register, detail, sharpness, etc., it was said.

No special equipment is needed to make a print other than what is necessary to make an albumin plate. No particular experience is needed to process Watercote due to its simplicity.

Further information is available from the Direct Reproduction Corp., 811 Union St., Brooklyn 15, N. Y.

New Film on Papermaking

Premiere showing of the Hammermill Paper Company's new 16 mm. Kodachrome sound film "Great White Trackway" was held at the 39th conference of Hammermill agents, in Erie, Pa. in August.

As the title implies, the film brings to the screen the story frequently told in Hammermill advertising that "American Business Runs on Tracks of Printed Paper." It is shown how business printing is the link between minds which brings all other trackways together in an orderly system of commerce, finance, and production.

Following this introduction, the new picture takes viewers on a complete tour of the modern papermaking operation as practiced by Hammermill in the daily production of 700,000 lbs. of bond and other fine business papers. The camera follows this story from pulpwood dock to shipping point.

Prints are available for showing

to advertising and printing groups. Requests for bookings can be made through any Hammermill agent or by writing direct to the advertising department, Hammermill Paper Company, 1613 E. Lake Rd., Erie 6, Pa.

Film Shows Colonial Printing

The story of pre-revolutionary American printers is told in the film, "The Colonial Printer," a 22-minute documentary now in production by Colonial Williamsburg.

Through the eyes of the printer's apprentice, the slow, laborious printing methods and the type of equipment used in colonial America on the eve of the Revolutionary War are shown in detail. The film demonstrates how ink was mixed, paper prepared, type handset and the press hand-operated. The film describes, as well, the personnel of a colonial print shop and their training, duties, working conditions, wages and community status.

"The Colonial Printer" focuses on one 18th century newspaper to describe the American press in George Washington's time. The position of the printer in the 18th century community, his sources of income, his relation with the government and his social standing also are described.

"The Colonial Printer" is being released nationally this fall in 16 mm. for organizational showings and television screenings. It is being filmed in color in the restored 18th century city of Williamsburg with a cast of local citizens. Information is available from Colonial Williamsburg, Williamsburg, Va.

Offers Altered Type Proofs

Photo proofs of type, altered in either of two dimensions or in perspective are now being offered to the graphic arts trade by the Harry Baird Corp., typographers, 18 E. Kinzie St., Chicago. The work is done with a camera using a special copy holder which can be adjusted in various ways. The process is patented by F. H. Bartz, and is called "Stretch-type."

VARNISHING...
at High Speed
lifts production and profit!



The Christensen Varnisher with continuous stream feeder

Varnishing — of labels, covers, promotion pieces, etc., raises your profit on any job on which it is used • The Christensen operates at almost double the speed of other varnishers • Sheets are fed in at top of cylinder, with guides, registers, etc. in clear view and easily reached for adjustment. Misfed sheets are carried to reject tray without stopping machine or slowing production and sheets are under gripper control from feed-in to delivery • Dusting roller cleans sheets before varnishing and keeps fountain dust-free • Sheets pass through drying oven in two layers, one above the other, at one half the speed of the varnishing operation • Oven is shorter, saving space. There are no flames in the oven, hot air being supplied by heaters outside of it • At each step, these Christensen features make for speed, high production, easy control, clean work, fast drying and better delivery • The Christensen Varnisher is sold as complete unit: feeder, varnisher, oven and delivery, thus centering responsibility for proper co-ordination of operating units upon a single source • Write for literature.

Dexter Folder Company

General Sales Offices

330 West 42nd Street • New York 36, N. Y.

Chicago • Philadelphia • Boston
 Cleveland • Washington • St. Louis

\$ \$ \$
 \$
\$...and Sense!

It makes sense to save dollars,
 particularly when you can do
 so with no loss of quality.

**Leaward Litho Plate
 Graining Abrasives**

Quartz

Silica

Aluminum Oxide

Silicon Carbide

are particularly produced to meet accepted standards of plate graining performance, yet cost no more, and frequently less, than other high quality abrasives.

Commercial plate grainers, whose livelihood depends on their satisfying a discriminating clientele, have learned they can use Leaward Abrasives with complete security and satisfaction, and save money in the bargain.

Why not make us prove our point? Write for samples and prices to

**LEAWARD
 SAND & ABRASIVE CO.**

Box 333, East Orange, N. J.
 Mills at Easton, Pa.

New Film on Papermaking

"The Paper Made For You" is the title of a new Gilbert Paper Company black and white sound motion picture film on the making and use of business papers. The film has been directed to tie in the major manufacturing operations of papermaking directly with the user benefits, so that the viewer will get a comprehensive idea of how paper is made and also will be able to relate what is done at the mill in terms of his own usage. For example, in the tub-size, air-dry operation not only is the actual mill process shown but in addition, the camera takes you to the printer's plant and to the ultimate consumer's office to dramatize the reasons why this manufacturing operation is performed; the company's announcement states.

"The Paper Made For You" runs approximately 23 minutes. It was produced for Gilbert by Wilding Pictures, Inc., of New York, Chicago and Hollywood. The film is being distributed nationally through the 27 offices of Modern Talking Picture Service, Inc.

The film is available without charge for showing to printing firms and other business organizations, civic clubs, craftsmen's groups, and similar gatherings.

A 2-color, 16-page booklet on papermaking also is available without charge for distribution to the film audiences.

Complete information on the film is available from the Gilbert Paper Company, Menasha, Wisconsin.

Offer Non-flammable Cleaner

A cleaning compound for rubber ink rollers and for removing ink from other surfaces now is being offered by Kelite Products, Inc., 1250 N. Main St., Los Angeles 12. The cleaner is said to be non-flammable and non-toxic. Information is available from the company.

Craftsmen in Screen Meeting

Two speakers on screen process printing comprised the program at the

regular August meeting of the San Francisco Club of Printing House Craftsmen. The speakers were F. O. Brant, president, and John Hume, vice president, of the Velvetone Co. Both printers and lithographers present showed considerable interest in the talks and displays, it was reported.

Minotti Joins Chemco

Nick Minotti has been named off-set representative by Chemco Photoproducts Company, Inc., Glen Cove, N. Y., manufacturers of photo-engraving cameras, equipment, roll strip film and proprietary chemicals. Mr. Minotti will work out of Chemco's New York office at 235 Fourth Ave. He brings to the job experience and knowledge of lithographic processes and problems, and as production manager and color photographer with a New York offset house.

New Ink User's Manual

"Pressmen's Ink Handbook," by Herbert J. Wolfe, has just been published by Dorland Books, 175 Fifth Avenue, New York. (272 pages, 5 x 7 1/2 inches, cloth flexible binding, price \$4.50)

A general discussion of the various types of inks and what they are provides background for the ultimate user of inks . . . the pressman. This text provides still more useful information as to what might cause ink troubles, and how they may be remedied. Particularly interesting discussions are contained in chapters on the Purchasing of Inks, the Manipulation of Ink, and Driers and Drying.

This volume is directed to the master pressman and the pressroom superintendent, as well as to the student of printing, and the purchaser of inks, to give them a more complete insight into the composition and applications of the many kinds and varieties of printing and lithographic inks. A more complete knowledge of inks will obviously enable the printer to minimize ink problems in printing, to turn out better work and save time and money. With this in mind, Mr.

Wolfe has provided this information in a compact handbook.

The text is well illustrated, and contains a glossary of ink terms.

N. Engl. Screeners Meet

The New England Screen Process Printing Association, Inc., held its first meeting of the fall season in the Hotel Gardner, Boston, September 10. There were 40 members and guests. Presiding officer was its president, Albert Basse, of Albert Basse Associates, Inc., Boston. Joseph Moses, vice president of the Fallulah Paper Co., New York, was guest speaker.

Mr. Moses spoke on the dimensional stability of cardboard and showed many samples of silk screen work from various parts of the country. He observed that the screen process industry had grown more in the past decade than had the printing industry in 50 years.

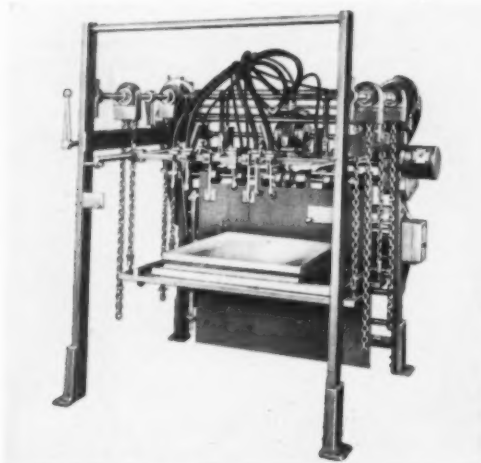
Coxhead in Europe

Stuart P. Coxhead, president of the Ralph C. Coxhead Corp., Newark, N. J., manufacturers of Vari-Type composing machines, sailed September 24 on the "Queen Mary" for Europe. He planned to hold meetings with Vari-Type distributors in England, France, Germany, Italy and Switzerland, with the purpose of broadening foreign markets for the machines.

Register for Courses

Registration for the new offset courses being offered at the Murrell Dobbins Vocational Technical School, Philadelphia, was under way late in September. Courses in lithographic camera work, platemaking, and press, were to begin early in October. The board of education recently authorized the purchase of \$50,000 worth of new offset equipment for the school. This includes two 17 x 22" presses, a 12 x 15" camera, platemaking equipment and other facilities. The Printing Industries of Philadelphia cooperated in the establishment of the new program.

Dexter Continuous Reloading Metal Sheet Feeding



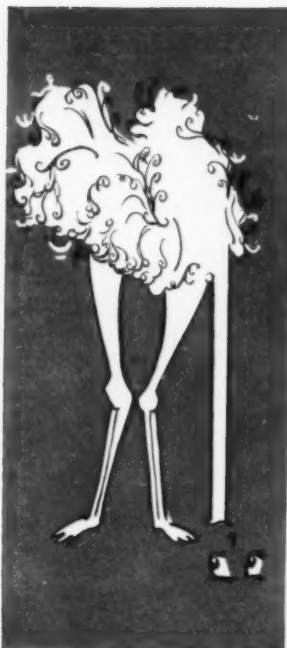
*means Fewer Stops,
More Uniform Quality,
and Increased Production!*

The Dexter Metal Sheet Feeder automatically feeds sheets to press, coater, slitter or other machine. It handles stock from 38 to 24 gauge, 36 x 44" to 14 x 16", loads up to 6,000 lbs. • The feeder automatically separates and picks up metal sheets from pile and advances them to registering or feeding-in point • Reloading mechanism eliminates need of stops to reload • Should two sheets adhere, reject mechanism diverts them to reject tray without stopping machine or slowing down production • Fewer stops and less tripping make for work of more uniform quality • There is no marking or scratching of sheets • Stock may be trucked into feeder by either electric or hand lift trucks or by means of floor load conveyors • Feeders can be supplied to handle up to 16 gauge, 48 x 144" and 30,000 lb. load • Write for literature

Dexter Folder Company

General Sales Offices

330 West 42nd Street • New York 36, N. Y.
Chicago • Philadelphia • Boston
Cleveland • Washington • St. Louis



YOU CAN FEEL

THE

Quality

When precision counts, quality is important in abrasives. Plate grain-ing or laboratory technical requirements demand precision graded abrasives. AGSCO Products have been the leader for over fifty years. When you use AGSCO you use the best!



AMERICAN GRADED SAND CO.

CHICAGO 13, ILL. PATERSON 4, N. J.

Harris Handles Fountain-Level

Harris-Seybold Co., Cleveland, has announced that it will distribute the Baldwin water fountain levels manufactured by William Gegenheimer Co. of Brooklyn. The automatic levels will be available through all Harris-Seybold representatives and offices. If sold by Harris-Seybold, installation will be made at no charge, although customers can easily install their own. There are no moving parts in the device.

The company says that time is saved by the pressman when these levels are used, because frequent refilling of the fountain is eliminated, and a constant supply of clean fountain solution is assured.

The levels are available in two sizes: a five-gallon size for presses 28 x 42" and up; and a two-gallon size for presses under 28 x 42".

Offers Small British Plates

Replica Products Corp., 154 Nassau St., New York 38, N. Y., has announced that it has been appointed sole distributor of Hubex aluminum direct image offset plates made for Multilith and Davidson equipment. These plates are made in England by J. J. Huber Ltd. These British plates disappeared from the American market due to shortages and priorities during World War II, and now are again available.

Adds Stitching Machine

A Rosback auto-stitcher was installed recently in the plant of Paramount Press, Milwaukee, by Milwaukee Printers Roller Co.

School Adds Perforator

The School of Graphic Arts, Midwestern University, Wichita Falls, Texas, recently added a Rosback slot rotary perforator. Installation was by Western Newspaper Union.

FOOT IN THE DOOR

(Continued from Page 73)

you may be aware that the firm has a purchasing agent who places all

orders for printing for the firm. You may find your way into a situation where the purchasing agent may be at the time giving all his printing to one printer without bids, unknown to the "big boss" and without his approval.

You can hope that the top executive will refer your letter to the purchasing agent with a notation to look into it. In many cases the firm's buyer will answer your letter at once, even call you on the telephone.

The reply that you get may tell you only a little, but it is usually sufficient to get you an invitation from the customer's buyer to come by and see him.

(3). You should already know about the firm and its products or the services offered. You should also have learned something about the firm's methods of selling and distributing its goods. You should by now be prepared to talk intelligently with your



ROLL 'EM!

...after ONE 10-MINUTE Wash-Up with **SPEEDOL PRESS KLEEN** ...the ONE WASH-UP Miracle!

MORE RUNNING TIME!

LESS DOWN TIME!

EASIER CHANGE-OVERS!

TRUER, CLEANER COLORS WITH LESS WORK!

Actually cuts press cleaning time to less than 10 minutes! You can switch from solid black to a light transparent with one fast, easy wash-up!

It's true! SPEEDOL PRESS KLEEN

- Eliminates any need for more than one wash-up!
- Gets rollers ready for pastel inks without a preliminary white coat!
- Removes caked ink and other materials instantly!
- Keeps press rollers in like-new condition . . . always "live" and resilient!

Just ONE wash-up—10 minutes or less!—and you're ready to roll!

Leading litho shops all over the country are cutting costs and boosting output with

SPEEDOL PRESS KLEEN

Order from your nearest distributor TODAY!

A. E. HANDSCHY CO.

Manufacturers of the Finest Letterpress Inks • Offset Inks • Supplies

125 S. RACINE AVE. • CHICAGO 7, ILLINOIS • HAYmarket 1-0887

225 N. New Jersey St., Indianapolis, Ind. Imperial 5565

422 South 3rd St., Minneapolis, Minn. Main 4497

GOING LIKE *wild-fire*

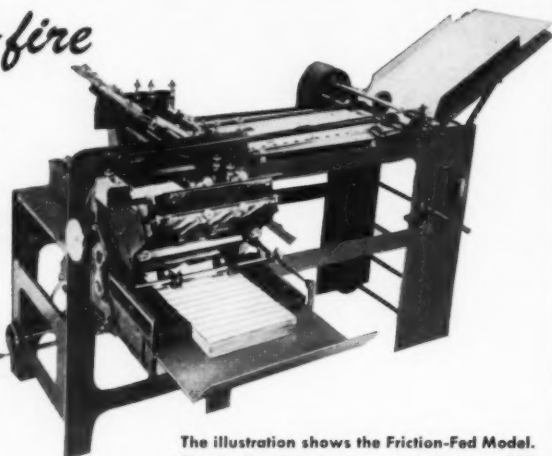
Fast as they can be shipped . . . over 600 in recent months . . . in May every business day five or more Printers and/or Bookbinders ordered the

**New Junior 17x22 FIVE-FOLD
Automatic BAUMFOLDER . . . Goldmine**

Only \$85 *initial and \$40 per month for 30 months.*

It's a many-purpose, many-PROFIT 5-fold automatic folder . . . automatic rotary cutter (cuts out bleed trims and end trims WHILE folding) . . . automatic scorer . . . automatic PERFORATOR (accurate to a hair, end to end).

Five folding plates . . . 60 different styles of folds . . . 4 pages to 24 pages in one operation. Folds thinnest bible stock or onion skin. Perfection in accuracy . . . no less. Production that creates GOLDEN profit . . . has broken through the "ceiling" that paper can travel automatically . . . the ultimate in production (profit). It will pay for itself over and over long before you pay for it.



The illustration shows the Friction-Fed Model. The Suction-Pile Feed same initial but \$13 per month additional.

RUSSELL ERNEST BAUM INC.

615 CHESTNUT STREET
PHILADELPHIA



RUBBER BLANKETS

Do you want a sharp impression? Are you seeking durability? Then use Recht blankets produced by the pioneer manufacturers of offset blankets. Find out why there is such an unsolicited demand.

WILLIAM RECHT COMPANY, INC.
GRAPHIC ARTS SPECIALISTS

50 CHURCH STREET, NEW YORK 7, N. Y.

TEL.: CORTLANDT 7-8395

man about his printing requirements.

You are wasting your time if you go in to see your man with the idea of getting a crack at only one job of printing. Talk in terms of all the printing done by this customer. You want not one job but a dozen jobs coming up in the next 6 to 12 months.

At one visit, or a half dozen visits if necessary, get the fullest details possible about this customer's future printing needs. At the same time ask for samples of all work done during the previous year. Because of the interested and intelligent approach you are making, most buyers will come through.

Take all the information you have on future jobs and all the samples of work and you may have to devote a Saturday or an entire week-end to a study of this material to prepare for the next step.

(4). Upon examination, if you don't care to go after all of this customer's printing, you must decide just what you do want. There is a definite advantage in being ready to take over all of it. You can thereby assure the customer of a uniformity in quality and appearance if all done in your plant, as compared with its production in perhaps half a dozen shops. You can promise, on your part, more service and a greater sharing of the responsibilities resting on the customer-buyer's shoulders, if you are allowed to do it all.

You can rest assured that only a very limited few of the representatives of your competitors will go to all this trouble to obtain work from any one customer. They will come and bid for a single job and depart the field until another opportunity is offered. In fact, your best chance of "sewing up" the profitable business of any one customer is the fact that the prospect usually is accustomed to dealing with the "one job" type of printing salesman.

If you succeed in getting inside the customer's door, slipping past all other printers as you do, you'd better keep a sharp lookout behind you for another salesman with the same intentions as you have. He may slip past you, if you don't watch out!★★

FINANCIAL MEETING

(Continued from Page 74)

Members of the Monday afternoon panel of experts who assisted in answering questions from the floor were Russell F. Cosby, Reynolds & Reynolds Co., Dayton; Herbert E. Kimball, Rumford Printing Co., Concord, N. H.; and C. Kenneth Davis, Williams & Marcus Co., Philadelphia.

At the Monday luncheon Ray H.

Matson, vice president of the First National Bank of Chicago, who has been in charge of graphic arts loans for 20 years, told what a banker wants to know about a printing company seeking a loan.

At the dinner meeting on Monday evening, Addison B. Clohosey, director of the Washington Tax Bureau of the Research Institute of America, reviewed possible and probable tax developments during the next five years.

He saw no real likelihood of tax



Get **HEFT**
with
SEAMOL!

with
a hug-tight fit
and
a glove-snug give



Heft in a dampener roller covering is something an offset pressman "feels." His unerring sense of craftsmanship tells him when the covering is too heavy or too flimsy. The right heft gives him the right "feel" he likes so well.

That is why more offset pressmen prefer Seamol. Seamol's heft has the right "feel." Seamol's greater thickness and heft provide greater water retention, more even and equitable moisture distribution, less-frequent setting and re-setting of dampeners—smoother sailing ahead. And Seamol combines more heft, greater thickness, greater strength and longer life with greater smoothness, softness, resiliency and delicacy—for more production and better quality.

Heavy and thick, yet gentle and caressing; sturdy and firm, yet soft and sensitive—

SEAMOL . . . the Seamless Dampener Covering . . . is heftier!
So get heft with SEAMOL! Order yours today!
And remember . . . SEAMOL is lint-free!

C. Walker Jones Company
PHILADELPHIA 38 PENNSYLVANIA

WITH A BACKGROUND OF

27 YEARS

EXPERIENCE

we can give you a grain that will show better results in your pressroom.

All sizes new plates for both Harris and Webendorfer Presses, in stock for immediate delivery.

Graining and regraining of Aluminum and Zinc Plates.

We specialize in regraining Multilith Plates.

WESTERN LITHO PLATE & SUPPLY CO.

1927 South Third Street
St. Louis 4, Mo.

Branch Plant:

DIXIE PLATE GRAINING CO.

792 Windsor St. S. W.
Atlanta, Georgia

LITHO PLATE

graining

Zinc and Aluminum Plates
Multilith-Davidson Plates
Lithographic Supplies

LITHO
PLATES

THE PHOTO-LITHO PLATE GRAINING CO.

1200 S. BAYLIS ST., BALTIMORE 24, MD.
Telephone: Dickens 8320

COLOR CHART for DOT ETCHING

This chart, composed of four sheets, is 22½x26½, and is bound at the top with a metal strip for wall hanging. The first sheet is magenta, cyan blue, process yellow and black. The second is warm red, cyan blue, process yellow and black. Number three is magenta, warm blue, process yellow and black, while the last is warm blue, warm red, process yellow and black.

Each of the four pages contains 215 color squares. Each square of color is identified, and each square is divided into four different percentage screen tints. It was produced on regular offset stock on a two-color offset press.

Complete four-page wall chart—\$10.

MODERN LITHOGRAPHY

175 Fifth Ave., New York 10, N. Y.

reduction until 1955 because of the unbalanced budget and the stretched-out defense production schedules. On the premise, however, that taxes won't go any higher unless there is an all-out war, and that taxes might go lower, even next year, he advised printers and lithographers to draw into this year all the expenses, repairs, maintenance, etc., that they possibly can; and at the same time defer until next year all of the income that they can.

George S. Dively, president of the Harris-Seybold Co., discussed "Leadership Through Financial Management" at the Tuesday luncheon.

The financial executive has three functions or three areas of responsibility to top management, he said. These areas are guidance of the administrative organization, forward planning, and financing growth.

He should serve the administrative organization by finding and analyzing facts with respect to purchasing, expansion, etc., help establish pricing policies in cooperation with the sales department, help negotiators give union members a clearer understanding of what profits are, assist in government regulation compliance, provide or obtain specialized services in accounting, legal, and tax fields, negotiate better depreciation allowances, and do market, product and economic research.

In the area of long term planning, the financial executive should assist in setting up advance volume and profit objectives.

Mr. Dively suggested that printers and lithographers should think in terms of a 10 percent annual expansion of their businesses during the next five years, based one-third on new products, one-third on the normal 3 percent annual growth of the national economy, and one-third on achieving a better competitive position through better management.

He predicted that the present inflationary movement would continue at the rate of 5 percent annually.

Observing that because of inflated prices a dollar-for-dollar depreciation basis is only half enough, Mr. Dively

suggested that a printer or lithographer needs to spend twice his depreciation rate if he wants to "maintain his shop" and three times his depreciation rate if he wants to be really progressive.

He said that printing machinery follows a seven to ten year design cycle, at the end of which period new models are 20 to 30 percent more productive than models ten years older.

Duane C. Salisbury, president of the Carter Co., Detroit, was chair-

man of the luncheon meeting at which Mr. Dively spoke.

DISPLAYS GAIN

(Continued from Page 35)

ful retail store displays of all types, designed and fabricated by the country's leading producers. These window displays and store displays are used by national advertisers, as a follow through of their advertising programs in the retail outlets, to remind shoppers to buy and thus in-



Discriminating Craftsmen the World Over choose GOERZ PROCESS LENSES first!

APOCHROMAT ARTAR

F:9 to F:16

for color separation work


GOTAR ANASTIGMAT

F:6.8 F:8 F:10

for black and white enlarging

—SPECIFICALLY DESIGNED FOR USE IN THE GRAPHIC ARTS—

For complete details consult your local dealer or write Dept. ML-22.



C. P. GOERZ AMERICAN
OPTICAL COMPANY

Office and Factory
317 EAST 34th STREET, NEW YORK 16, N. Y.

Makers of the

Finest Quality Color Plates

for

OFFSET LITHOGRAPHY

The Stevenson Photo Color Separation Co.
400 Pike Street Cincinnati 2, Ohio

Fingertip Information on Gallery Problems
in the *Newest Cramer Publication*

PRACTICAL GALLERY HINTS

By J. S. Mertle, FRPS, FPSA

Useful and long-needed data on hundreds
of subjects alphabetically arranged for
quick reference by busy photographers.

Should Be In Every Darkroom!

Price One Dollar in U. S. and Canada

(\$1.50 in Other Countries)

Postpaid

Get Your Copy Today

G. CRAMER DRY PLATE COMPANY
Shenandoah and Lemp Avenues

Saint Louis 4, Missouri

**FOR BEST RESULTS
USE**



LITHOGRAPHERS PLATES

**World Famous for
Superior Quality**

A product of 82 years of experience

ILLINOIS ZINC COMPANY

Chicago 32 • New York 20
2959 West 47th Street • 630 Fifth Avenue
LAfayette 3-1600 Circle 7-0874

29 YEARS OF OFFSET PLATE MAKING AND PLATE GRAINING

CHICAGO LITHO PLATE GRAINING CO.
INCORPORATED
COMPLETE OFFSET PLATE SERVICE

TELEPHONE
STATE 2-8590

214-216 NORTH CLINTON STREET, CHICAGO (6)

crease their sales at the "retail pay-off point," where the shoppers are ready to buy, and actually do buy. Surveys made by many national advertisers, and by leading research organizations, have proved that store displays, if at all well-planned, *always* will stimulate impulse buying, and *always* will increase sales volume.

Most of the leading display lithographers of the country are members of POPAI, and this united effort and nation-wide promotion by the entire industry has been outstandingly successful, and has produced far greater results than even the largest individual companies would have been able to accomplish alone.

Most of us realize that there have been many revolutionary changes in recent years in retail methods and in the physical appearance of retail stores. Self-service supermarkets in the grocery field offer an outstanding example of the best known change in retailing. Shoppers now make their own choice, actually selecting and picking up the items they want. Store displays show them quickly the selling points and advantages that formerly were obtained only by inquiring of the clerks. But shoppers *like* to make their own decisions, and their own selections. Grocery clerks now are used principally to replace depleted stocks on the shelves, and to set up displays that will attract and sell the shoppers.

The new practice of self-service shopping has spread very rapidly to drug stores, hardware stores, and many other retail outlets. Even in department stores, more products than ever before are displayed out where the customers can pick up and examine the items offered and choose what they like.

According to William W. Wachtel, president of Calvert Distillers Corp., recent surveys show that national advertisers now spend \$650,000,000 each year on store displays, which means that an average 10% of every dollar spent in national advertising, is spent on P.O.P. advertising. This means that the money spent annually by national advertisers on store displays totals about the same

as the amount spent each year in national advertising in newspapers, or in magazines. Thus newspapers, magazines, and store displays rank as the three largest advertising media. This is shown by figures recently compiled and issued by the Advertising Bureau of the American Newspaper Publishers Association and the Magazine Advertising Bureau. Every one of the other media, such as TV, radio and outdoor advertising, etc., is much smaller in dollar volume.

While store displays made of plastics, plywood, Plexiglass, metals and wire have grown enormously since World War II, the lithographed displays still rank as the leaders in volume in the field of retail displays.

The function of POPAI is to conduct research, to find out the facts; and to promote the wider and better use of store displays, by national advertisers, as a potent advertising medium, and a proved builder of increased sales volume.

The Institute regularly sends to national advertisers interesting "Fact

Reports," which are case histories giving figures of actual sales results to prove the value of store displays.

In this way, and in many other ways, the Institute is doing an effective job in teaching national advertisers the value of spending an adequate portion of their advertising dollars on store displays. It is doing a really constructive job in bringing in more orders from national advertisers to keep the lithographers' presses and plants operating at capacity.

E. K. Whitmore, Oberly & Newell Lithograph Corp., New York, former POPAI president, now is chairman of the board. Other officers are: president, W. L. Stensgaard, of W. L. Stensgaard Associates, Chicago; first vice president, Walter J. Ash, Consolidated Lithographing Corp., Carle Place, N. Y.; second vice president, S. Paul Boochever, Gibraltar Corrugated Paper Co., North Bergen, N. J.; western vice president, Paul Godell, Arvey Corp., Chicago; and treasurer, Harry Fenster, I. Fenster & Sons, Inc., Brooklyn.★★



*For better reproduction
and longer press runs*

Order
PREMIER
PLATES
Marble Grained
Zinc or Aluminum
for all offset presses

**UNCONDITIONALLY
GUARANTEED . . .**

- uniform graining • uniform plate thickness • sparkling clean metal • non-oxidizing

**IMMEDIATE DELIVERY
ON ALL SIZES**

**SEND FOR TRIAL
ORDER TODAY**

**TRY OUR FAST,
DEPENDABLE
REGRAINING
SERVICE**

Dealer Inquiries Invited

DISTRIBUTORS
SUN SET
PRE-SENSITIZED ALUMINUM
PLATES

PREMIER GRAINING CO.
7540 S. PRAIRIE AVE. • CHICAGO 16, ILL. • DA 4-6100

the SUPER SURFACE
for SUPER SERVICE

SUPER-GROUND
LITH-RITE
ZINC LITHO PLATES

- ★ Uniform Surface Quality and Temper.
- ★ Free from Subsurface Imperfections.
- ★ No "Flaking Off" on the Press.

Available through All Leading Grainers

The American Zinc Products

A DIVISION OF BALL BROS. CO., INC.
GREENCASTLE, INDIANA

MIDWAY
NON-SCRATCH DRYER

When hard drying is essential, use MIDWAY-SCRATCH DRYER to assure thorough drying, and to make it possible for you to back up forms in the shortest possible time. The following features make MIDWAY the number one dryer choice for lithographers:

- Will not dry on press, either running or standing, thus eliminating costly washups.
- Will not crystallize, thus ideal for color overprinting.
- Exact quantity used not critical. Will improve the working qualities of ink even when accidentally used in excess.
- Crystal clear, 100% transparent.
- Low in cost. Its incorporation actually lowers the cost of litho inks.

We are basic producers of the ingredients, and through control of the raw material can offer a completely uniform finished dryer.

MIDWAY NON-SCRATCH DRYER can be purchased in following containers:

- 1, 2½, 5 and 10-lb. cans.
- 30 and 55 gal. drums.

or in other containers to suit user's convenience.

From a can _____ to a carload.

Send for free trial sample

MIDWAY LITHO SUPPLY CO.

253 County Ave., Secaucus, N. J., UNION 3-1440

**Photography and Platemaking
for Photolithography**

By I. H. Sayre
(Fourth Edition)

Chemistry of Lithography, Processes of Platemaking, Formulas, Albumin, Deep Etch, Photo Composing, Layout and stripping, Chemistry of Photography, Negative Treatments, Optics, Photographic Equipment, Halftones, Contact Screens, Color, Filters, Separations, Color Processes, Use of Densitometers, Color Value Chart for Dot Etching, Two Color Printing, Special Color Processes.

Standard Size, Hard Cloth Covers, 442 Pages, Illustrated.
Widely Used as a Standard Textbook.

POSTPAID \$6.75

The Single Color Offset Press

By I. H. Sayre

Section 1 of this book deals with the Harris 17 x 22" and 21 x 28" presses. Section 2, the materials used in offset presswork. Section 3, the ATF Webendorfer 14 x 20", 17 x 22" and 22 x 29" presses.

Standard size, cloth bound book, 284 pages, Illustrated.
Widely used as a standard textbook.

POSTPAID \$6.25

Add 3% sales tax in N.Y.C.

MODERN LITHOGRAPHY

175 FIFTH AVE., NEW YORK 10, N. Y.

HAVING ART PROBLEMS?

THEN READ

**"HOW TO PREPARE ART AND COPY
FOR OFFSET-LITHOGRAPHY"**



12 CHAPTERS

OVER 125
ILLUSTRATIONS

8½ x 11—
HARD BOUND

2-3-4-COLOR
LITHOGRAPHY
THROUGHOUT

Price: \$5.25
POSTPAID

Order direct from

MODERN LITHOGRAPHY

175 Fifth Avenue

New York 10, N. Y.

CLASSIFIED ADVERTISING

All classified advertisements are charged for at the rate of ten cents per word, \$2.00 minimum, except those of individuals seeking employment, where the rate is five cents per word, \$1.00 minimum. One column ads in a ruled box, \$7.50 per column inch. Address replies to Classified Advertisements with Box Number, care of Modern Lithography, 175 Fifth Ave., New York 10, N. Y.

Closing date: 22nd of preceding month.

Help Wanted:

WANTED ESTIMATOR: Experienced for progressive printing and lithographing plant. San Francisco Bay area. Must be familiar with complete plant operations. Salary open. Address Box 97, c/o Modern Lithography.

LITHOGRAPHIC PRESSMAN for LTN 22 x 34 one color Harris press in medium-sized well established plant. Good working conditions. Write Hederman Brothers, 327 E. Pearl St., Jackson, Miss.

Pressman-Litho Offset

Experienced color pressman to operate two-color Harris press. Steady work. Modern New York City plant doing high grade color work on greeting cards.

Write Box 108, Modern Lithography

SALES AND ORDER BOOKS
RECEIPT & BILL BOOKS
One-time Carbon Continuous Forms
Offset & Rotary Printing
Trade Protection Guaranteed
Send for Free Illustrated Catalog, if it's a substantial one make it
1528 Patterson Ave. N.Y.C. 72



High Gloss Plastic Coating

Lacquering-Varnishing-Gumming

Best Quality & Service

PAPER CONVERTING & FINISHING CO.

118 N. Ada St., Chicago 7, Ill.
Phone Haymarket 1-7904

WANTED

Modern Metal Decorating Equipment in good condition—automatic sheet feeder single-color press, one-way oven, coating machine.

Reply Box 96, Modern Lithography
175 Fifth Ave., New York 10, N. Y.

Paul W. Dorst

Lithographic Consultant

Process Studies Process Coordination
Trouble Analyses Personnel Training
Quality Improvement Special Problems

3373 Morrison Ave., Cincinnati 20, O.

PLANT SUPERINTENDENT with complete knowledge of camera, platemaking and press operations in addition to executive experience. Modern plant. Permanent position. In reply, please furnish complete employment history and references. Inquiries held in strict confidence. Address Box 98, c/o Modern Lithography.

DOT ETCHER: Large midwestern city, most modern new air conditioned plant in America. Unlimited opportunities. Address Box 99, c/o Modern Lithography.

DOT ETCHERS: poster artists. Steady employment. McCandlish Lithograph Corp., Roberts Ave. & Stokley St., Philadelphia 29 Pa

LITHO STRIPPER: Permanent, only those experienced in high grade black and white and process color need apply. Clean, modern plant in suburban location. Transportation and housing very convenient. Air conditioned plant, locker and toilet facilities finest in the industry. We pay the entire bill for life insurance policy, out-of-work sick benefits, hospitalization, etc. \$2.60 hourly with choice of first or second shifts. 10% additional for second shift. Haynes Lithograph Co., Inc., 1140 East-West Highway, Silver Spring, Maryland.

(Turn the Page, Please)

Offset Lithography Consultant

Installation and maintenance of offset plants. Shop problems. Trouble Analyses in camera department—line, halftone, color; film, wet plates; graining department; plate room—albumen, deep etch. Development of processes and devices. Press department troubles adjusted. Pioneer of bi-metal, stainless steel offset plates and deep etch plates.

RUDOLF FRITSCHÉ

37-15 72nd St., Jackson Heights 72, N. Y.

SPLCORP

Hydro-Pressed Rigid Plastic Sheets

VINYL

POLISHED-POLISHED
(P.P.)

ACETATE

POLISHED AND MATTE
(P.M.)

POLYETHYLENE

MATTE AND MATTE
(M.M.)

SPLCORP is recommended as the only dimensionally stable substitute for glass, when Stripping Positives or Negatives for Multi Color Work, if close registration is desired.

A few advantages enjoyed by the Lithographic Craftsman when using SPLCORP sheets are: Easy Handling, Increased Production, Job Assurance, No Breakage, and No Storage Problems.

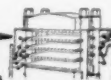
SPLCORP is manufactured in thickness ranging from .005" to .1", and is available in Transparent, Translucent, or Opaque, with either a Mirror Polished or Matte Finish on one or both sides.

WE ARE THE ORIGINAL PROCESSORS OF RIGID SHEETS
IN SIZES OVER 36" x 48"

Write for samples and latest Price Lists

SCRANTON PLASTIC LAMINATING CORP.

Laminating • Press Polishing



3218 PITTSBURGH AVENUE Phone: Scranton 2-0407. SCRANTON 6, PENNSYLVANIA

COPYRITE PLASTIC SHEETS

HOLDS ITS SIZE CLOSE REGISTER

(Made From Vinylite)

TRANSPARENT CLEAR & MATTE PRESSED SHEETS NOW AVAILABLE TO 50" x 108"

VALUTONE BLUE PRINT POWDER — STATIC ELIMINATOR SOLUTION
PLATE GRAINING SUPPLIES — ZINC & ALUMINUM PLATES GRAINED & UNGRAINED
LITHO STRIPPING GLASS — GROUND GLASS FOR CAMERAS & LAYOUT TABLES
PLATEMAKING CHEMICALS — BLACLAC & REDLAC EMULSIONS FOR GLASS & PLASTICS

N. TEITELBAUM SONS

251 Grand Concourse (E. 138 St.)

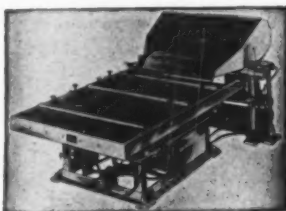
New York 51, N. Y.

MOttHaven 5-2050-1-2

Mfrs. of Photo Glass & Plastic Specialties, Equipment & Supplies for the Graphic Arts

Circular and prices upon request

CRISP - VELVET - GRAIN



31 years experience graining plates that
please both platemaker and pressman

**All sizes ZINC and
ALUMINUM PLATES**

Ungrained - Grained - Regrained

WILLY'S
Plate Graining Corp.

350 W. 31 St., New York, N.Y.
Phone PE 6-7324



Member, Lithographic Plate Grainers Association, Inc.

Try Reliable Grained Plates for LONGER PRESS RUNS

- ★ The pioneer plate grainers of America.
- ★ All plates are marble grained.
- ★ Mill selected metal used exclusively.

RELIABLE is far more than just
part of our name. It means to
our customers that our plates can be
depended on to give first-class results
because from start to finish the graining
is handled by experts of long experi-
ence. Our plates are made right to
work right—they are reliable!

Reliable Lithographic Plate Co., Inc.

17-27 Vanderwater St., New York 7, N. Y.

BEekman 3-4508 and 3-4531

DRY PLATES FILM PHOTO CHEMICALS

Lenses, Contact Screens
and accessories for the camera
and darkroom

K. SCHLANGER

333 West Van Buren St., Chicago 7, Ill.
WEbster 7540



Cline-Westinghouse Equipment

Offset . . . Gravure . . . Letterpress . . . Newspaper
Plant, large or small, can Count on Cline for elec-
trical equipment to control and drive every type
of press and every kind of printing machinery.

**Cline Electric MANUFACTURING
COMPANY**

3405 WEST 47TH STREET • CHICAGO 32
San Francisco 8, California • New York 17, N. Y.

SALESMAN to sell litho supplies out of Philadelphia. Territory includes all of Pennsylvania, southern New Jersey and Delaware. Old, established, progressive and well-known firm. Replies confidential. Address Box 100, c/o *Modern Lithography*.

OFFSET ESTIMATOR: No restriction on age. Rapidly expanding Los Angeles lithograph house needs experienced estimator, qualified on all kinds of offset work. This is an excellent plant with reputation for top quality reproduction, offering good future to good man. This is a permanent job, with salary commensurate to ability and experience. Write, including details of experience, complete references, description of aims, family status, and any other pertinent details. Your reply will be treated confidentially. Address Box 112, c/o *Modern Lithography*.

Situations Wanted:

LITHO ARTIST: Steady worker, 25 years experience would like to make change. Expert in all phases of reproduction. This is your chance to acquire a man who is capable of setting up and operating your dot-etch department. Will work anywhere. Address Box 101, c/o *Modern Lithography*.

GRADUATE of well-known litho school desires position in color reproduction. Address Box 111, c/o *Modern Lithography*.

Attractively priced for QUICK SALE

46x68 Mod LSH 4-Color HARRIS
46x68 Mod LSG 2-Color HARRIS
44x64 Mod LT 2-Color HARRIS
44x64 Mod LF 1-Color HARRIS
41x54 Mod LB 1-Color HARRIS
41x54 Mod GT 2-Color HARRIS
41x54 MIEHLE 1-Color

Ben Shulman Associates, Inc.
500 FIFTH AVENUE, NEW YORK 18, N.Y.
BRyant 9-1132

FOR SALE

22 x 34 LTN-HARRIS
17 x 22 LTG-HARRIS
17 x 22 MAC-WEB

Ben Shulman Associates, Inc.
500 Fifth Avenue, New York 18, N.Y.
BRyant 9-1132

FOR SALE

LSG Harris 2-C. 46 1/2 x 68 1/2
2—LT Harris 2-C. 44x64
2 Color 41x54 Potter
1 Color 41x59 Potter
88L Harris 25x42
EL Harris 22x34
MAC 17 1/2 x 22 Webendorfer
"CL" Harris, 19x25

Northern Machine Works

323 North 4th Street, Philadelphia 6, Pa.

YOUNG DOT-ETCHER is looking for an opportunity to work with a progressive litho company or trade shop. Anxious to prove that he is a capable and steady worker. Address 102, c/o *Modern Lithography*.

TECHNICAL SPECIALIST capable of assuming technical direction of progressive plant. Practical experience as photographer and platemaker plus years of research, troubleshooting and teaching. Desires position involving standardization and up-grading of methods and material and in-plant training program. Address Box 103, c/o *Modern Lithography*.

CAMERAMAN: Now doing color work incorporating masking desires opportunity in northeast U. S. Good background in schooling, research lab and trade-shop

work. Address Box 106, c/o *Modern Lithography*.

OFFSET PHOTOGRAPHER, platemaker and stripper. Experienced line, halftone and color register work, also thorough printing experience. Will go anywhere. Address Box 107, c/o *Modern Lithography*.

VETERAN, offset printing school graduate, desires trainee position in any phase of lithography, platemaking preferred. Salary secondary. Address Box 109, c/o *Modern Lithography*.

For Sale:

FOR SALE: Varnish machine Chambers sheet fed maximum sheet 46 x 60. Automatic pile feeder. \$8,000 on floor. H. S. Crocker Co., Baltimore, Maryland.

FOR SALE: Rotary litho metal decorating press size 26 x 34. Very reasonable. Address Box 104, c/o *Modern Lithography*.

FOR SALE: 24" all metal Robertson gallery camera with lens—\$350.00. Process Color Plate Co., 522 S. Clinton St., Chicago 7, Ill.

FOR SALE: 1—32 x 44 type OP Rutherford offset color proving press, serial #9013. Completely rebuilt and guaranteed. Address Box 105, c/o *Modern Lithography*.

FOR SALE: Whirler complete with variable speed control air circulator, heating units and water arm for 22x34" press plates, \$445.00; 22x29" press plates, \$375.00; 17x22" plates, \$315.00. Singer Engineering Co., 248 Mulberry St., N.Y.C.

(Turn the Page, Please)

Men Wanted-Positions Open

Pressroom Supt.—Carton or Publ. exp. (Fee Paid)	\$10,000
Supt.—Rotogravure—Paper Lamination exp.	OPEN
Superintendent—Litho (Fee Pd.)	\$9,000-\$12,000
Superintendent—Offset—Letterpress	\$7,000-\$8,000
Superintendent—Offset—Letterpress (1/2 Fee Pd.)	\$7,500-\$9,000
Foreman—Composing Room—Florida (Fee Paid)	from \$5,000
Foreman—Bindery—Florida (Fee Paid)	from \$5,000
Foreman—Litho Camera Dept. (Fee Pd.)	\$7,000
Production Expeditor	\$4,000-\$6,000
Salesman—Offset—Letterpress	from \$5,000
Photographer—Four-color silk screen exp.	\$4,500
Estimator—Production—U. S. Govt.	\$5,000

GRAPHIC ARTS EMPLOYMENT SERVICE

Dept. M-10, 307 E. 4th Street
Cincinnati 2, Ohio
Specialists in Placing Key Personnel in the Graphic Arts Industry

APPRAISALS

(Nation Wide Service)

WE CAN GET YOU A LOAN AT THE LOWEST RATES

Appraisals made for Mortgage loans; Refinancing; Partnership Dissolutions; Mergers; Replacement Valuations; Machinery Purchases; Liquidations; Etc. . . . Our Service is Strictly Confidential.

PRINTCRAFT REPRESENTATIVES

277 Broadway, New York 7, N. Y.

Worth 4-1370

REMEMBER

We Always Buy From Any City of the

UNITED STATES

Any size Chandler & Price presses, new or old series, Thomson, Colts, Laureatle presses, PAPER CUTTERS any size, Harris Offset presses, any size with AC electrical equipment, Miehles and Optimus presses any size, and Linotypes Model 5 and Model 8.

SEND NAME OF YOUR BANK AND WE PAY PRONTO.

SEND PRICE AND DESCRIPTION TO

Mexican Printing Supply S. A.

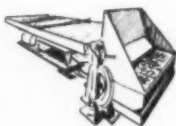
Calz. Talpan 393—Colonia Alamos, Mexico 13, D. F., Mexico

You have nothing to do with the export; we will take care of that; you just put the machines crated at freight depot in your city and you receive your money at your bank.

**GOOD printing starts with...
GOOD GRAINING**



Make that **FIRST** step
the **RIGHT** step with
AMERICAN'S
"4-WAY FORMULA"
for **SATISFACTION**:



- Latest Automatic Equipment
- Skilled Union Workmanship
- Uniform Results
- Prompt Delivery Always

**New Zinc and Aluminum Plates,
Grained and Regrained**

Member, Lithographic Plate Grainers Association, Inc.
AMERICAN LITHO PLATE GRAINING CO.
177 NAVY STREET TRIANGLE 5-3817 BROOKLYN NEW YORK

ANTI-OFFSET DRY SPRAY POWDERS
SPRAYSET 295M
SPRAYSET MN-14

ANTI-OFFSET LIQUID SPRAYS
SPRAYSET 910
SPRAYSET 925

Our spray powders are carefully strained to obtain identical particle size, blended with suitable dehydrating agents to prevent clogging and jamming under humid conditions, of vegetable origin and completely non-toxic in nature. Special grades to fit any type of spray equipment.

WE INVITE ALL INQUIRIES
FINETEX INCORPORATED

P. O. BOX 414
POMPTON PLAINS, NEW JERSEY
Route 202 & Jackson Avenue Phone: Terhune 5-2520

MIEHLE

**OFFSET PRESSES
FOR SALE**

Two

2-color model 69
46 1/2 x 67 1/2

Serial No's. 18568, 18570

Excellent Condition

**HARRIS OFFSET
PRESSES for Sale**

One

4-color 46 1/2 x 68 1/2 LSH

One

2-color 46 1/2 x 68 1/2 LSG

Write Box 95

MODERN LITHOGRAPHY

**It's Brand New
the nuArc N-50 ARC LAMP**

The only, & the most inexpensive
arc lamp with all these features

- Motor-Driven
- Completely Automatic
- Guaranteed Coverage
- Guaranteed Color Output
- Guaranteed Intensity
- For 110 or 220 Volts AC
- Steady Burning, No Flickering
- 30 Day Free Trial

**FOR CAMERAS, PRINTING FRAMES
& PHOTO COMPOSING MACHINES**

Get the FACTS NOW!
ask for bulletin 118

nuArc Co., Inc.

824 S. Western Ave.

Chicago 12, Ill.

Try these New and
Different Offset Inks

LIGHTNIN' SET INKS

Black and Standard
Process Colors

McCutcheon Bros. & Quality, Inc.

2653 N. Reese Street, Philadelphia 33, Pa.

ST. LOUIS BUFFALO ROCHESTER

**Insures Proper Registration! Saves Paper
THE NEW IMPROVED PAPER HYGROSCOPE**

One job saved more than pays for the Paper Hygroscopel Simply insert the instrument in a skid of paper. Immediately, you know whether paper requires conditioning . . . and to what extent. Exact moisture content can be read for careful balancing with PRESSROOM. The result? Guesswork is eliminated; proper registration is insured; paper is saved.

PATENTED BY LITHOGRAPHIC TECHNICAL FOUNDATION

Instruments in Use Should Be Re-equipped
with the New and More Accurate Dial

Kindred, MacLean
Kellog & Bulkeley,
U. S. Dept. of Interior,
Consolidated Litho.
A. Haen, etc.

FOR DETAILS WRITE

SPORTSMEN ACCESSORIES, INC.
1 River Street, Beacon, N. Y.

Miscellaneous:

WANTED — Harris offset press Model EL 22 x 34 Cam Fed, pile delivery. Universal Printing & Lithograph Co., 1850 Beverly Blvd., Los Angeles 4.

OFFSET CUTOUTS. Promotional headings, illustrations, cartoons, symbols, borders, panels, holiday art, type fonts, decoration, for offset reproduction. Most complete service in the U. S. Free descriptive booklet. A. A. Archbold, Publisher, 1209-J S. Lake St., Los Angeles 6, Calif.

4-COLOR OFFSET PROCESS POSTCARDS: Resort salesman wants to contact progressive lithographer interested in large orders 50M-100M-25CM from black and white photo. Commission basis. Address Box 110, c/o *Modern Lithography*.

FOR SALE

19 x 25 Harris Offset Press, No. 113CL. Pile feeder and delivery. AC Equip. Excellent condition. Discounted for larger press. Packed ready for shipment \$5000. AMERICAN DECAL Co., 4334 FIFTH AVE., CHICAGO.

VARIGRAPH LETTERING INSTRUMENT

Old English
VOGUE
Sans-Serif
BODONI



Now anyone can do perfect hand-lettering to fit any job. No obligation. Write for free information today. — Dept. 55

VARIGRAPH CO., INC. HARBOR L. HILCOMIN

Heads School Group

The William Hood Dunwoody Industrial Institute of Minneapolis, has announced that I. S. Preston, vice-president of The Bureau of Engraving, Inc., has been elected president of the board of managers of the Institute's alumni fund.

Fred J. Landon, formerly head of the Dunwoody printing department now is executive secretary of the Alumni group and also chairman of the school's scholarship committee. Mr. Landon reported that the Alumni Fund had provided over 30 scholarships for students at the Institute. Many of these are available for applicants for training in the printing department.

COLOR STRIPPER: Must be highly skilled in finest quality color process work. Give complete personal details and work experience in first letter. This is an excellent opportunity with an old established firm. Southwest location. Box 114, c/o *Modern Lithography*.

DOT ETCHER: Must be experienced in all phases of color work, latest masking and color separation procedures. Give complete details of your work experience and qualifications first letter. This is an excellent job opportunity — best of working conditions and top wage rates in one of the nation's finest quality color plants. Box 115, c/o *Modern Lithography*.

FOR SALE: One Levy 40" Circular Screen-120 Line-Excellent Condition. Address Box 113, c/o *Modern Lithography*.

Screen Meet Opens Oct. 25

The annual meeting of the International Screen Process Printing Assn. is to open October 25 in Hotel Sherman, Chicago. It will run through October 29. Sixty manufacturers and suppliers are to exhibit equipment, supplies and related products.

Type Men Meeting

The annual convention of the International Typographic Composition Assn. was to be held in St. Louis, October 9-11 at the Statler Hotel.

Tribute to Driscoll

Directors of the National Association of Printing Ink Makers paid tribute to the late Martin Driscoll, president of Martin Driscoll & Co., Chicago ink firm at a ceremony held September 18th at the Blackstone Hotel in Chicago. A plaque was presented to Mr. Driscoll's widow by C. R. Conquergood, Canada Printing Ink Co., Toronto, at a luncheon at which were present a number of Mr. Driscoll's relatives, employees, and friends.

More Students at RIT

Enrollment of freshmen for the 1952-53 school year in the Department of Publishing and Printing at the Rochester Institute of Technology is substantially greater than in the preceding year, Supervisor Byron G. Culver announced late in September.

Although general registration has

been completed for the fall term, veterans of the Korean War will be allowed to register late or attend beginning in the spring of 1953. There are 68 students enrolled in the freshman class.

Several changes of personnel were announced by Mr. Culver. Two former offset lithography instructors have terminated their duties to accept positions in industry. David M. Cumming, instructor in general offset and layout and stripping, has left the department after three years of teaching. Richmond J. Richards, offset platemaking instructor, ended his teaching with four years of service at the Institute.

George M. Williams, formerly with the Graphic Arts Research Division at the Institute, will serve in the offset department this fall. A 1952 graduate, James A. Woolsey, has been granted a temporary appointment as a graduate assistant in the offset lithography area.

Cuneo Plans L. A. Plant

Cuneo Press, Inc., Chicago, last month announced plans to open a new plant in Los Angeles. R. P. Fisher, vice president, gave no details on when the project would begin, nor how many persons would be employed. The company made a survey of west coast port paper handling facilities earlier this year.

Calif. Contracts Awarded

Awarding of contracts for construction of the new California state printing plant in Sacramento is now under way. A contract for \$1,101,000 for general construction work has been announced, as has a contract for \$278,200 for electrical work on the project.

Cincinnati Co. Reorganizes

Following reorganization, Nunn and Himmeler, Inc., succeeds G. M. Adams and Associates, Inc., Cincinnati litho printers. The officers are: president, Herbert Nunn; vice president, Clifford Himmeler, and secretary-treasurer, Rose M. Bein.

air brush
pen
brush

GRUMBACHER
CHIP-PROOF
SPEED-OPAQUE
FOR NEGATIVES

NON-CRAWL • CHIP-PROOF
Dense, quick, flat-drying.
Works equally well with brush,
air brush or pen for fine work.
May be thinned with water.

No. 1465
2 oz. 4 oz. 8 oz. 32 oz.
\$.75 1.10 2.00 7.00
SEND FOR SAMPLE

M. GRUMBACHER
INC.

FOR
FINEST
LITHOGRAPHY

"Lithograin"

Lithograin assures you
careful and competent handling of all your
graining and regraining requirements. It also
features "Cronak" processing of zinc plates
which gives cleaner and longer press runs. Zinc
and aluminum offset plates supplied in all sizes.

TOLEDO LITHOGRAIN AND PLATE COMPANY
315 SHEPARD ST. • PHONE: GARFIELD 3570 • TOLEDO 3, OHIO

RING TYPE • 26 West 104 Street • Midtown Hill Building • NEW YORK

ARABIC SECTION
القسم العربي

ARMENIAN SECTION
Հայկական Բաժին

BURMESE SECTION
ဗမာစာ

CHINESE SECTION
中國部

GAELIC SECTION
An Rann Gaeilge

GREEK SECTION
Ελληνική Τμήμα

HEBREW SECTION
סניף עברית

FACILITIES FOR TYPESETTING
OVER SIX HUNDRED LANGUAGES

KING TYPEGRAPHIC SERVICE CO.
N. Y. INC.

HINDI SECTION
हिंदी विभाग

JAPANESE SECTION
日本語部

KOREAN SECTION
한국말부

PERSIAN SECTION
تیمه فارسی

RUSSIAN SECTION
Русская Секция

TAMIL SECTION
தமிழ் பிரிவு

URDU SECTION
اردو شعبہ

SUPPLEMENTING LANGUAGE SECTIONS
USING ADAPTED LATIN CHARACTERS

RING TYPE • 26 West 104 Street • Midtown Hill Building • NEW YORK

KORN'S

- LITHOGRAPHIC CRAYONS & CRAYON PAPER PENCILS
- LITHOGRAPHIC STICK & LIQUID TUSCHE
- LITHOGRAPHIC RUBBING & TRANSFER INK
- AUTOGRAPHIC & MUSIC PLATE TRANSFER INK
- LITHOGRAPHIC ASPHALTUM-ETCHGROUND

Manufactured by **WM. KORN, INC.**
260 WEST STREET DEPT. ML NEW YORK, N. Y.

W.D. WILSON
PRINTING INK COMPANY LTD.
Fine Printing Inks

LETTERPRESS LITHOGRAPHY

Est. 1865

5-18 46TH AVE., LONG ISLAND CITY, N. Y.
TEL.: STILLWELL 4-8432

The R & B
EXTENSION DELIVERIES
for MIEHLE, BABCOCK, PREMIER and other presses
AUTOMATIC PAPER LIFTS

Special purpose equipment for the
Graphic Arts Industry

CONSULT US ON YOUR PARTICULAR PROBLEM

THE RATHBUN & BIRD COMPANY, INC.
DESIGNERS AND MANUFACTURERS • FOUNDED 1898
DEPT. M 379 WEST BROADWAY NEW YORK 13, N. Y.

Call **UNIFORM**
for superior
PLATE GRAINING

Our service designed to meet
your most exacting requirements.

ZINC PLATES — — ALL SIZES
Ungrained — Grained — Regrained

UNIFORM GRAINING CORP.
648 N. Western Ave. Chicago 12, Ill.
HUMBOLT 6-5512

LITHOGRAPHIC

Daker
Reproduction
Company

FINEST
QUALITY
WORK TO MEET
YOUR MOST
EXACTING REQUIREMENTS

STate
2-3266

PLATEMAKERS

208 S. JEFFERSON ST., CHICAGO 6

Trade Events

Printing Industry of America, annual convention, Chase Hotel, St. Louis, October 13-16.

National Metal Decorators Assn., annual meeting, Shamrock Hotel, Houston, Tex., Oct. 27-30.

National Assn. of Photo-Lithographers, annual convention and exhibits, New Yorker Hotel, New York, Nov. 5-8.

National Assn. of Litho Clubs, annual convention, May 8 and 9, 1953, Statler Hotel, Detroit.

Lithographers National Association, annual convention, Edgewater Beach Hotel, Chicago, June 17, 18, 19.

International Assn. of Printing House Craftsmen, annual convention, Adolphus Hotel, Dallas, Sept. 13-16, 1953.

Litho Schools

CANADA—Ryerson Institute of Technology, School of Graphic Arts, 50 Gould St., Toronto, Ont., Canada.

CHICAGO—Chicago Lithographic Institute, Glassner House, 1800 S. Prairie Ave., Chicago 16, Ill.

CINCINNATI—Ohio Mechanics Institute, Cincinnati, Ohio.

LOS ANGELES—Los Angeles Junior College, 1636 S. Oliver St., Los Angeles 15, Calif.

MINNEAPOLIS—Dunwoody Industrial Institute, 818 Wacosta Blvd., Minneapolis 3, Minn.

NASHVILLE—Southern School of Printing, 3514 South St., Nashville, Tenn.

NEW YORK—New York Trade School, Lithographic Department, 312 East 67 St., New York, N. Y.

OKLAHOMA—Oklahoma A & M Technical School, Graphic Arts Dept., Okmulgee, Okla.

ROCHESTER—Rochester Institute of Technology, Dept. of Publishing & Printing, 65 Plymouth Ave., South Rochester 8, N. Y.

PITTSBURGH—Carnegie Institute of Technology, Dept. of Printing Administration, Pittsburgh.

SAN FRANCISCO—San Francisco Printing Trade School, San Francisco, Calif.

SAN FRANCISCO—City College of San Francisco, Ocean and Phelan Aves., Graphic Arts Department.

ST. LOUIS—David Ranken, Jr. School of Mechanical Trades, 4431 Finney St., St. Louis 8, Mo.

WEST VIRGINIA—W. Va. Institute of Technology, Montgomery, W. Va.

Trade Directory

Lithographic Tech. Foundation
Wade E. Griswold, Exec. Dir.
131 East 39 St., New York 16, N. Y.
National Association of Photo-Lithographers
Walter E. Soderstrom, Exec. Sec'y.
317 West 45 St., New York 19, N. Y.
Lithographers National Association
W. Floyd Maxwell, Exec. Dir.
420 Lexington Ave., New York 17, N. Y.
National Assn. of Litho Clubs
Angelo Pastorino, Exec. Sec'y.
Daniel Murphy & Co., Inc.
480 Canal St., New York 13, N. Y.
Printing Industry of America
James R. Brackett, Gen. Mgr.
719 15th St., N. W., Washington 5, D. C.
International Assn. of Printing House Craftsmen
P. E. Oldt, Exec. Sec'y.
18 E. Fourth St., Cincinnati 2

INDEX TO ADVERTISERS

October, 1952

Aljen Associates	Sept.	Litho Chemical & Supply Co.	31
American Graded Sand Co.	108	Lithographic Plate Graining Co. of America	100
American Litho Plate Graining Co.	120	Lithographic Plate Grainers Assn.	Sept.
American Type Founders	Sept.	Macbeth Arc Lamp Co.	Sept.
American Zinc Products Co.	116	McLaurin-Jones Co.	Sept.
Anchor Chemical Co.	Sept.	Mallinckrodt Chemical Works	Sept.
Anso	52	Master Folder Co.	16
Amsterdam Continental Types and Graphic Equipmt.	104	Matthiasen & Hegeler Zinc Co.	Sept.
Baker Reproduction Co.	122	Maxwell Paper Co.	Sept.
Baum, Inc. Russell Ernest	110	McCutcheon Bros. & Quality	120
Beckett Paper Co.	Aug.	Mead Paper Co.	50
Bingham Bros.	July	Miehle Printing Press & Mfg. Co.	26
Bingham's Son Mfg. Co. Sam'l	Sept.	Miller Litho Supply Co.	116
Bridgeport Engravers Supply Co.	92	Miller Printing Machinery Co.	57
Brown Manufacturing Co., W. A.	98	Mohawk Paper Mills	Sept.
Buckbee-Mears Co.	Sept.	Moore Laboratories	Sept.
California Ink Co.	Sept.	National Assn. of Photo-Lithographers	18
Cantine Co., Martin	3rd Cover	National Carbon Co., Div. of Union Carbide & Carbon Corp.	Sept.
Central Compounding Co.	95	National Steel & Copper Plate Co.	94
Champion Paper Co.	55, 56	Nenah Paper Co.	17
Chamco Photoproducts Co.	Aug.	Nekoma-Edwards Paper Co.	15
Chicago Litho Plate Graining Co.	114	Neusel, Herman H.	100
Cline Electric Mfg. Co.	118	Norman Willett Graphic Supply Co.	88
Bingham's Son Mfg. Co. Sam'l	Sept.	nuArc Co.	120
Craftsman Line-Up Table Corp.	51	Offen B. & Co.	Sept.
Cramer Dry Plate Co., G.	114	Oxford Paper Co.	19, 20
Crescent Ink & Color Co.	Sept.	Oxy-Dry Sprayer Corp.	Aug.
Dennison Mfg. Co.	June	Paper Manufacturers Co.	Sept.
Dexter Folder Co.	106, 108	Paul & Co., J. C.	Sept.
The Di-Noc Company	Sept.	Photo Litho Plate Graining Co., The	112
Direct Reproduction Corp.	29	Pitman Co. Harold M.	12
Dixie Plate Graining Co.	112	Premier Graining Co.	115
Driscoll & Co., Martin	Sept.	Pyroxilin Products, Inc.	Sept.
duPont de Nemours & Co., E. I.	Sept.	Rapid Roller Co.	30
Eastman Kodak Co.	49	Rathbun & Bird Co., Inc.	122
Electronic Mechanical Prods. Co.	Sept.	Recht Co., Inc., William	110
Empire Superfine Ink Co.	72	Reliable Lithographic Plate Co., Inc.	118
Falulah Paper Co.	Sept.	Reliance Electric & Eng'g. Co.	27
Finetex, Inc.	120	Roberts & Porter, Inc.	3, 60
Finetex Paper Co.	78	Rockford Varnish Co.	67
Fox River Paper Co.	90	Rogers Co., The Harry H.	96
Fraser Paper Co.	32	Roll-O-Graphic Corp.	53
Gaetjens, Berger & Wirth	10	Resback Co. F. P.	Aug.
Gegenheimer Co., Wm.	104	Schlanger, K.	118
Gelb Co., Joe	Sept.	Schultz, H. J.	98
General Plate Supply Co.	Sept.	Scranton Plastic Laminating Co.	117
Gentler, John N.	Sept.	Scriber Specialties	Sept.
Gevaert Co. of America, Inc.	Sept.	Sensfelder Co.	2nd Cover
Gilbert Paper Co.	80	Sinbold, J. H. & G. B., Inc.	Aug.
Godfrey Roller Co.	June	Sinclair & Valentine Co.	54
Goetz American Optical Co., C. P.	113	Sportsmen's Accessories, Inc.	120
Goodyear Tire & Rubber Co.	7	Star-Kimble Motor Div.	Sept.
Graphic Arts Corp. of Ohio	102	Strathmore Paper Co.	13
Graphic Process & Products Corp.	Sept.	St. Regis Sales Corp.	8
M. Grumbacher Inc.	122	Stevenson Photo. Color Separation Co., The	114
H & H Products Co.	Aug.	Strong Electric Corp.	11
The Haloid Co.	9	Stuebner Automatic Machine Co.	84
Hamilton & Sons, W. C.	Sept.	Teitelbaum Sons, N.	118
Hammermill Paper Co.	25	Tickle Engineering Works, Inc., Arthur	Sept.
Handschy Co., A. E.	109	Toledo Lithograin & Plate Co.	122
Harris Seybold Co.	120, 4th Cover	Uniform Graining Corp.	122
Henschel Mfg. Co., C. B.	Sept.	Union Carbide Corp., National	Sept.
Hoe & Co., R.	62	Carbon Co., Inc.	Sept.
Howard Paper Co.	Sept.	United Mfg. Co.	Sept.
Hunt Co., Philip A.	24	U. S. Envelope Co.	93
Ideal Roller & Manufacturing Co.	14	Vulcan Rubber Products, Inc.	Sept.
Illinois Zinc Co.	114	Wagner Litho Machinery Div.	64, 65
Interchemical Corp., Printing Ink Div.	75A, B	Warren Co., S. D.	21, 22
International Paper Co.	82	Weel Manufacturing Co.	Sept.
International Press Cleaner & Mfg. Co.	Sept.	Western Litho Plate & Supply Co.	112
Intertype Corp.	4	Weston Co., Byron	58
C. Walker Jones Co.	111	West Virginia Pulp and Paper Co.	Sept.
Kienle and Co.	6	Will's Plate Graining Corp.	118
Kimberly-Clark Corp.	Sept.	Wilson Printing Ink Co., Ltd., W. D.	122
King Typographic Service Corp.	122	Winsor & Newton, Inc.	96
Wm. Korn, Inc.	122		
Lawson Co., E. P.	23	Young Bros. Co.	70
Leaward Sand & Abrasive Co.	106	Zarwell & Becker	Sept.
Leedal Stainless Steel Products, Inc.	102		

(The Advertisers' Index has been carefully checked but no responsibility can be assumed for errors or omissions.)

TALE ENDS

FOR the second time in six or eight years the graphic arts industry was honored September 30 with the issuance of a U. S. postage stamp paying tribute to printing. The Gutenberg commemorative stamp marks the 500th anniversary of the first Bible printed from movable type. The illustration on the stamp depicts Gutenberg showing a proof in his 15th century print shop.

The 3¢ stamps are available in sheets of 50, and the total issue is 110,000,000 stamps. In a letter to chairmen of local Printing Week Committees, Ferd Voiland, Topeka, Kan., who is general chairman, urged that these stamps be used on all mailings to help promote Printing Week which is set for January, 1953.

★

A contribution of 144 pints of blood to the American Red Cross, was made during September by members of Local 1, Amalgamated Lithographers of America. A Red Cross bloodmobile stopped at the union's headquarters at 113 University Place, and facilities were set up in the offices. A similar arrangement a few months ago brought a total of 320 pints of blood.

★

"What is Holding Us Back?—The American Litho Industry is Leaving Us Behind". This is the title of an article by Frank E. Read, in a recent issue of *The British & Colonial Printer*, British weekly graphic arts paper. Excerpts:

"Are we lacking in initiative and enterprise, suffering from sheer frustration, or simply failing to take the full advantage and potential of litho's versatility?

"We have to admit that America makes far greater use of print than we do in England, where we are print-starved. A greater use of coloured print would stimulate both national and overseas business. It seems,

generally speaking, that the Americans have a greater enthusiasm and zest for the trade than we have.

"Yet it is quite probable that our youth — our apprentices — enter the trade with the same zest and enthusiasm as American youth. Do we allow that enthusiasm to flourish or is it drowned in frustration and disillusionment? Can a boy see a way

ahead in our industry, or is his way blocked?

"All too often the training given during the five year apprenticeship is on the basis of rule of thumb methods, the boy learning old and unchanged ideas. Yet during those enthusiastic first years he would be most receptive to instruction on the latest mechanical, electronic and other devices. He is able to bring a fresh approach and should be encouraged to apply his mind to the future of litho, the experience of the past being given as a guide, not as a deterrent to fresh thought and action."

To the point...



PROPERLY directed business paper advertising goes right to the point . . . reaches specifically the right markets . . . minimizes waste circulation . . . better results at lower cost . . . which is exactly the case in advertising to the field of lithography through

MODERN LITHOGRAPHY

175 FIFTH AVE.

NEW YORK 10, N. Y.

Member, Audit Bureau of Circulations

Plan for Quality

"FLYING SAUCERS ?"

A photo by A. Aubrey Bodine, of Baltimore

For most phenomena there is a rational explanation. In the production of exceptionally fine printing, it's: first, a determined plan for quality, and then the use of genuine coated paper made for specific press requirements by men of long experience and ample facilities—notably *Cantine's*.

Cantine's Coated Papers

THE MARTIN CANTINE COMPANY, *Saugerties, N. Y.*

Specialists in Coated Papers Since 1888

Branches: NEW YORK and CHICAGO (In Los Angeles and San Francisco • Wylie & Davis)

LETTERPRESS

Hi-Arts... Ashokan...
M-C Folding Book and Cover...
Zena... Catskill...
Velvetone... Softone...
Esopus Tints... Esopus Postcard

OFFSET-LITHO

Hi-Arts Litho C.1S...
Zenagloss Offset C.2S, Book and Cover...
Lithogloss C.1S... Catskill Litho C.1S...
Catskill Offset C.2S...
Esopus Postcard C.2S.

BOOST YOUR PROFITS WITH THIS

NEW FULLY-TESTED

HARRIS OFFSET PRESS

Available in Three Sizes:

28 x 42" 30 x 43"

35 x 45" {which handles a
36 x 48" sheet

All 3 sizes are available in single
and two-color models

OVER 20 MACHINES
ALREADY IN THE FIELD

Superb Harris inker

Positive bearer-to-bearer impression for
faster make-ready and a better image

Positive Harris feed-roll register

Positive stream feed

Positive sheet control
in the delivery

Positive transfer between units

● Look at the features built into this new series of Harris offset presses—no detail has been overlooked to make them top profit boosters. Register is accurate to a hair's breadth. Inking is smooth and even with the exclusive, new Harris inker. Make-ready for precise image transfer from plate to blanket is easier and faster with bearer-to-bearer cylinder contact.

These, and many other Harris advantages, mean more salable sheets in the delivery pile, more and bigger profits for you. For more information, consult Harris-Seybold in all principal cities, or at 4510 East 71st St., Cleveland 5, Ohio.

HARRIS-SEYBOLD COMPANY

ROTARY PRESSES



MADE IN U.S.A.

fine graphic arts equipment...for everybody's profit